

LIFE



PEARLS
THIS IS THEIR BIG YEAR

NOVEMBER 14, 1949 **20** CENTS
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Studebaker Champion 2-door sedan

This "next look" in cars is a more-for-the-money look !

THIS BREATH-TAKING new 1950 Studebaker is so distinctive, it looks expensive. But it's one of America's really low-price cars.

Most people can scarcely believe their ears when they hear how little it costs.

You get impressive operating economy along with the "next look" styling of this dream car.

It's a 1950 Studebaker of increased wheel-base and over-all length—but it's trim and sleek—designed with sensible savings of poundage that save you plenty of gasoline.

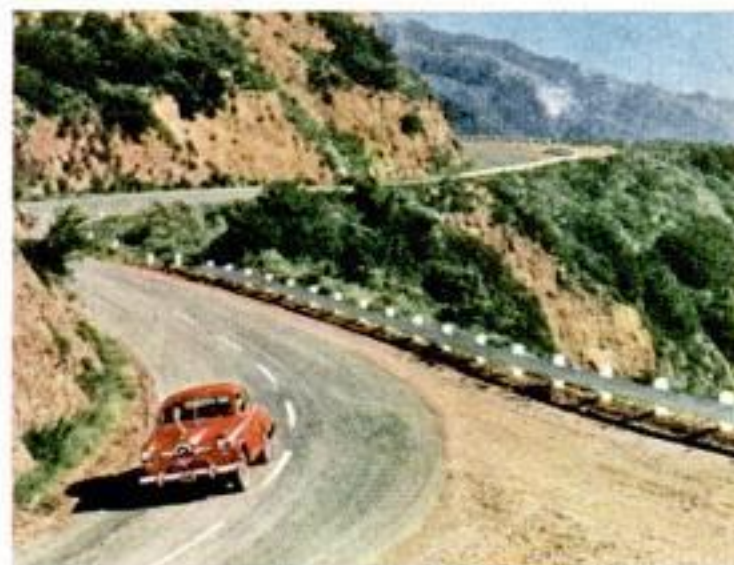
Stop in and see this more-for-the-money low-price car at a nearby Studebaker showroom. Sedan, coupe and convertible body styles.

***New 1950
Studebaker***

***Styled ahead for
years to come!***



More for the money inside! Even the lowest priced 1950 Studebaker Champion has richly appointed, decorator-styled interiors, ultra-fine appointments. The handsomely upholstered seats are restful as lounges. Hip room, leg room and head room to spare.



More-for-the-money safety! Rounding turns is almost like straight-away driving. Every inch and pound of a 1950 Studebaker ride in almost perfect balance. Symmetrically centered variable ratio steering. Self-stabilizing new coil-spring front suspension.



More-for-the-money comfort! Touch a switch! Warmed fresh air circulates evenly throughout the car thanks to Studebaker's Climatizer. This thermostatically controlled heating, ventilating, defrosting system is available in all 1950 models at added cost.



More-for-the-money craftsmanship keeps every 1950 Studebaker survivingly sound—exceptionally free from the need for frequent repairs and adjustments. Every car is the pride of numerous father-and-son teams.

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New B.F. Goodrich

"Rythm Ride"



COMPARE "IN RYTHM" ACTION OF B. F. GOODRICH CORDS ABOVE
WITH "OUT OF RYTHM" CORDS BELOW



"RYTHMIC-FLEXING CORDS" MAKE THE DIFFERENCE

COMPARE B. F. Goodrich tire cords (at left) with the cords of most other tires (below). B. F. Goodrich cords have NO CROSS THREADS to "hobble" their action. They work in *rythm* like a team of horses pulling together—not unevenly like two horses working against each other.

Each BFG cord is *sealed* in rubber, perfectly *spaced*, under *exactly* the right tension. All cords share the load and impact *equally*. No "slacker cords". No over-strained cords. No bunching or gapping. All cords work *together* to cushion the shocks for more comfort. To resist bruises for more safety. To share the wear for more mileage. To give you a "RYTHM RIDE"!

See the big difference in tires today at your B. F. Goodrich retailer.

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Only B. F. Goodrich gives you
"rythmic-flexing cords" in every tire
for every purpose.



This One



A8U3-0Z0-CW6

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Softer, Silkier, more lustrous hair ...
with your very first Wella Kolestral treatment



you can't wash *dryness* out of your hair

Shampooing alone can't remove that dull, lifeless look that dryness brings. But WELLA KOLESTRAL can! Give your hair the chance to *absorb* its softening, beautifying ingredients—and see how much softer, richer, more radiant your hair can look! It's a simple treatment. Pleasant. And oh-so-effective... so immediately. To keep your hair glamorous, gleaming with highlights—always—use WELLA KOLESTRAL after every shampoo. Ask for the professional treatment at your favorite beauty salon. Or get the new, convenient “take home” package.

THE WELLA CORPORATION, 104 Fifth Ave., New York 11, N. Y.

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WELLA* KOLESTRAL* conditioning cream for dry hair and scalp...

- ★ adds softness, silkiness to dry, brittle hair.
- ★ gives gleaming highlights to dull, lustreless hair.
- ★ conditions over-processed permanents, bleached, tinted, or neglected hair.
- ★ assures better permanents, more uniform color rinses, more manageable hair-dos.
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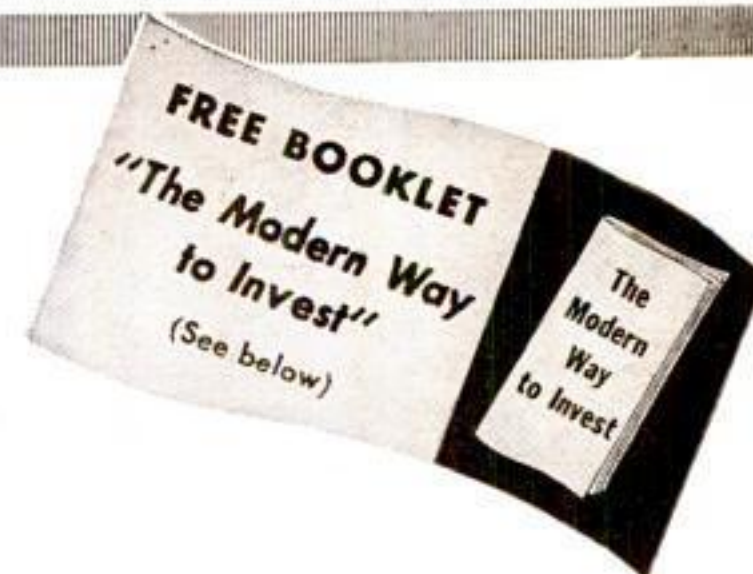
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Picture of a Successful Man...

*If he could accomplish this—
why not you?*

HE owns his own home, sends his boys to college, has money in the bank and his family provided for. And you and the world say: "There goes a successful man." But did you ever stop to think that he might be just an average citizen with average earnings, who had the good sense to look ahead, and who believed that the three important steps to financial security were (1) INSURE—(2) SAVE—(3) INVEST... *It is never too late to take these three steps to security—nor is it ever too soon to begin.*

First—*Insure* to give you and yours protection against injury, illness or death. Millions of Americans turn to insurance companies for such security.

Second—*Save* to safeguard your future. Make a steady weekly or monthly deposit in your savings accounts—to build up a substantial cash reserve for life's emergencies.

Third—*Invest* to get additional income—to make your surplus dollars work for you. Naturally, you cannot look for income when you seek the protection of insurance and while your savings account means safety, such dollars can only earn interest of 1% to 2½%... That is why—when it comes to investments—

A Million People Turn to Investment Companies

Investment Companies like Insurance Companies, Savings Banks and endowment funds follow the time-tested principle of diversification.

A million people have found the road to substantial income (3½ to 5% or more) by turning to Investment Companies. *Two billion dollars* of the public's money is

invested in such funds. When you buy the shares of Investment Companies, you share in the ownership and growth of American Industry—the nation's successful food companies, electric power companies, oil and automobile companies—in the foremost fields of American enterprise. In fact the shares of Investment Companies represent an interest in 30 to 100 or more carefully chosen corporations.

And the rate of income on your investment is the same per share whether you invest \$500 or \$1,000,000. For all investors share alike in the benefits of such mutual funds just as in Life Insurance Companies and Savings Banks.

The men who manage Investment Companies devote infinite time to the care and supervision of the money entrusted to them. Men who make constant studies of business conditions. Men with seasoned experience in analyzing and selecting securities. In this way the shareholders of Investment Companies can enjoy peace of mind, knowing that their investment problems are in the hands of specialists who are qualified to handle them.

**3½% to 5%
or more
on your
money**

**Everyone
shares
alike**

**Skillful
management
by specialists**

Consider Again These Advantages

1. Income of 3½% to 5% or more—largely depending on the types of securities your shares represent.
2. "Ownership" not just in one or two stocks, but in 30 to 100 carefully chosen securities.
3. Skillful continuous supervision of your holdings by trained specialists.
4. The opportunity to share in the growth and progress of American Industry...

NOTE: All Investment Companies operate under regulation of the U.S. Government.

Why not consult any one of the firms listed on the opposite page—and let them help you select the Investment Companies best suited to your needs.

This advertisement is published to encourage wider public investment in American Industry and to awaken greater public interest in the Investment Company idea. Arthur Wiesenberger & Company, Members of the New York Stock Exchange and specialists in Investment Company Securities, 61 Broadway, New York 6, N. Y.

FREE BOOKLET



"The Modern Way to Invest" with full detailed information about Investment Companies. Obtainable from any of the firms on the opposite page—or fill out and mail us this coupon today and we will send it to you direct.

ARTHUR WIESENBERGER & CO.
41 TRINITY PLACE, NEW YORK 6, N. Y.

Without cost or obligation, please send me your new booklet "The Modern Way to Invest."

Name _____

Address _____

City _____ State _____

How to **BREAK** a drink!

Use any ordinary "lifeless" club soda or carbonated *tap* water. Your drink will taste flat at the start... flatter at the finish. There is no way to save a drink from a mediocre mixer.

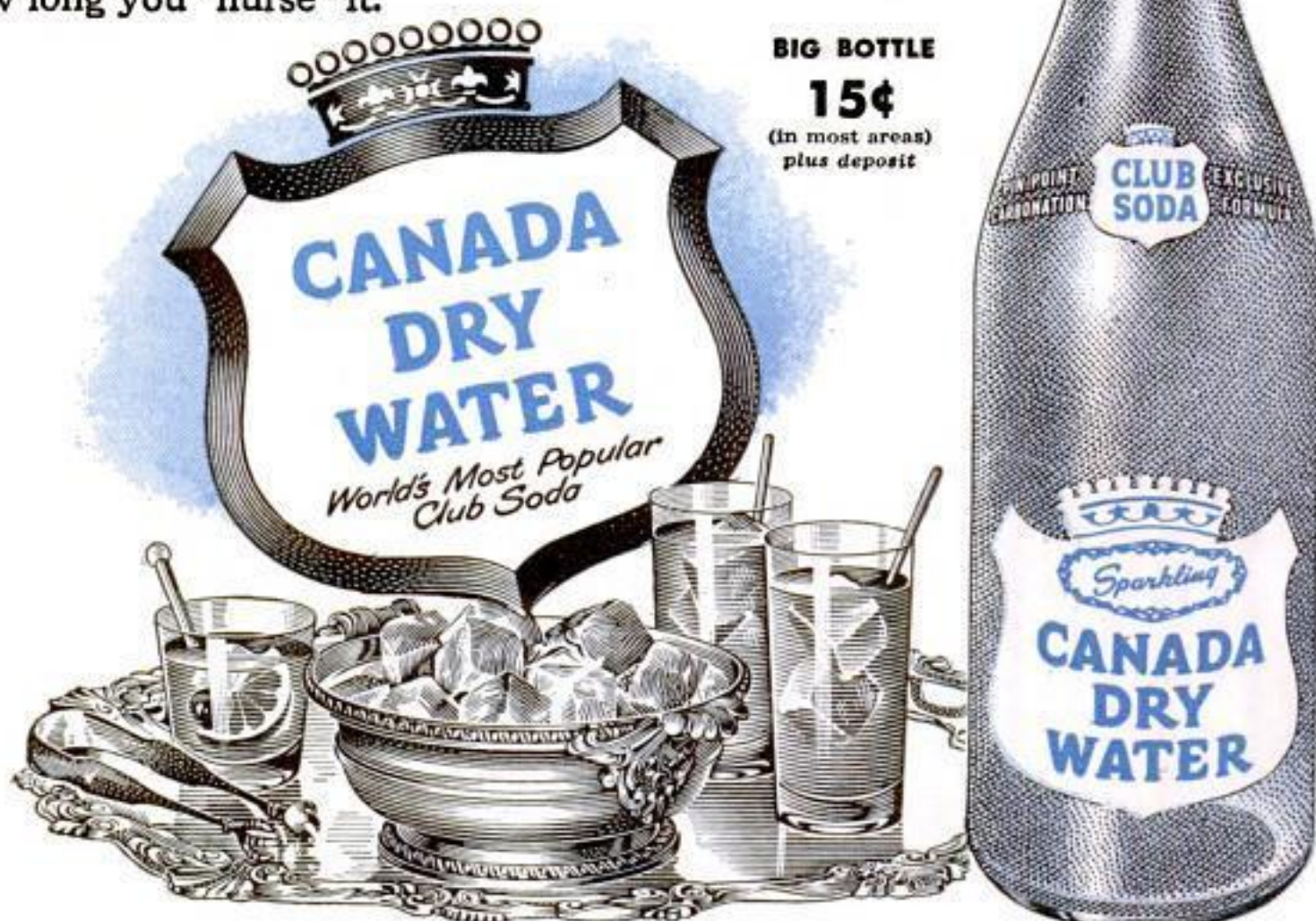


How to **MAKE** a drink!

Be as particular about your club soda as you are about the rest of your highball. Use Canada Dry Water. You'll get a drink that tastes better... sparkles longer.

How **CANADA DRY**
PIN-POINT CARBONATION
makes drinks taste better!

Thanks to this scientific process, millions of tinier, long-lived bubbles keep your drink sparkling at peak liveliness. Result: you always have a fresh-tasting drink in your hand no matter how long you "nurse" it.



Remember— $\frac{1}{3}$ of your drink is club soda... ask for the best—Canada Dry Water.

LETTERS TO THE EDITORS

SWEDEN'S IDEAL TYPE

Sirs:

Miss Haide Göranson (LIFE, Oct. 24) is the prettiest girl LIFE has ever had on its cover.

GEORGE G. DERANIAN

Annapolis, Md.

Sirs:

What is the fastest way to Sweden?

JIM KINLOCK

Berkeley, Calif.

Sirs:

After seeing pictures of Haide, we'd like to know if Sweden could use a fire chief, assistant fire chief, captain and 26 firemen. We can leave tomorrow.

WILL H. PERRY JR.

Captain

University of California (Davis campus) Fire Department
Davis, Calif.

Sirs:

Enjoyed your rather conservative coverage of Sweden's ideal type. However, *Heute*, a central European magazine, handled the same material (and what material!) and failed to cover her as thoroughly as you did. Thank goodness!

OTTO H. STEINER

Denver, Colo.



MORE OF HAIDE

Sirs:

Undoubtedly Miss Haide Göranson will, as a result of your write-up, receive at least one offer from Hollywood. I hope she accepts, for she certainly would be a welcome change for most moviegoers.

ROGER D. HAMPTON

Tyrone, Pa.

● Haide has received offers indirectly from both 20th Century-Fox and Universal but hasn't made up her mind on them yet. With a candor and innocence very foreign to Hollywood, she says, "As I cannot act much, I see little future for myself in the movies."—ED.

FIGHTING IRISH

Sirs:

We at Notre Dame like the words of praise you heaped on our football team (LIFE, Oct. 24), but do you mind if I correct one impression the article might give? Football isn't a religion here—and it's not murder either. It's a sport. It is not unusual for Catholics (or non-Catholics) to pray for success in any activity. Notre Dame isn't the only school where athletes go to Mass and Communion before a game. At many a state university the Catholic players on the football team get together and do the same thing on game mornings.

TED PRAHINSKI

Notre Dame, Ind.

CONTINUED ON PAGE 8



When warm, sunny days follow frosty spring nights, maple sugar season has come again!

You'll welcome this real maple sugar flavor

Spring... and the flavor of fresh-made maple sugar—how welcome they are after a long, cold winter! And that real maple sugar flavor is captured for you in our Vermont Maid Syrup!

Our skilled blenders select rich, full-bodied maple sugar; then blend it with cane sugar. This gives you, at moderate cost, real maple sugar flavor that is uniformly rich and delicious. Get Vermont Maid Syrup at your grocer's today!

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid
Syrup



Make Her
Christmas Dreams
Come True! BUY HER A

LANE

Cedar Hope Chest
Guaranteed Moth Protection



No. 2368—Big 48-Inch Waterfall
Design in Walnut.
Tray Included.

\$49⁹⁵

Join Your Dealer's
LANE Christmas Club!

The Easy Way to Give Her
**THE GIFT THAT STARTS
THE HOME!**

Lane Is the Real Love-Gift for

• SWEETHEART • WIFE
• MOTHER • DAUGHTER

At all fine furniture and department stores.

THE LANE COMPANY, Inc., Altavista, Va.

Write Attention Dept. L15 for information, if desired.

GREATNESS in a Motion Picture!



Paramount presents

Olivia de Havilland · Montgomery Clift

Ralph Richardson

in

WILLIAM WYLER'S

"The Heiress"

with

MIRIAM HOPKINS

MONA FREEMAN · VANESSA BROWN · SELENA ROYLE

Produced and Directed by WILLIAM WYLER · Screenplay by Ruth and Augustus Goetz
Based upon their stage-play





Men's Liqua-tex Pull-over Boot. Here's a brand-new boot for the man of the family... sturdy and masculine... very light weight... gives Dad complete weather-proof protection in suburbs or country. Looks neat and smart in town.



The Sheboygan—warm, welcome answer to chilly toes. Fleece lining, shearling cuff mean stove-side coziness. Can be worn with casuals or party slippers.



The Strand—A beautiful Velveteen Gaiter in green, brown, or black. A striking new elastic shirred front for easy on, easy off. Fits over buckles and bows.



Betty Boot. Double protection for kiddies. Special top band that brilliantly reflects auto headlights. It may save a life! And this all-rubber boot has special fleece lining for weather-proof warmth.

LOOK FOR THE **RED BALL** ON THE SHOE AND IN THE STORE

Ball-Band
Weatherproofs

TRADE
MARK

Reg. U. S.
Pat. Off.
1901

MISHAWAKA RUBBER & WOOLEN MFG. CO., MISHAWAKA, INDIANA

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The gentleman expressing "Southern Sorrow" at the Notre Dame-Tulane game is from the South all right, but it's South Milwaukee, Wis. and he is Dr. R. J. Coppersmith, a graduate of Marquette University and a Notre Dame fan from way back.

JOHN W. KNOTT

South Milwaukee, Wis.



● Says Dr. Coppersmith, "The expression your photographer caught was caused by the great big Notre Dame rooster in front of me getting up and obliterating everything on the field. The farthest south I've ever been is South Bend."—ED.

COON HUNT

Sirs:

My hat is off to your Tom McAvoy for his pictures of the two boys and me on a coon hunt (LIFE, Oct. 24). Only those who have experienced the mad scramble of a good coon hunt can have any idea of the long odds against a photographer's getting a picture of anything.

FRED GIPSON

Mason, Texas

Sirs:

My hat is off to the coon. Beating off three humans (one armed with a club) and two dogs, he not only defended himself successfully but escaped after inflicting casualties without suffering any himself.

EDGAR L. DIMMICK, M.D.

Dunmore, Pa.

FREAK LANDINGS

Sirs:

Re Alex Stöcker's freak pictures of planes seemingly running into buildings, signal towers etc. at Tempelhof



airfield in the Berlin airlift (LIFE, Oct. 24), I thought you might be interested in this shot of a Pan American "Connie" coming into LaGuardia Field.

R. H. EHRKE

New York, N.Y.

NEW FIGURE?

Sirs:

In reply to your question, "Does the American Woman Need a New Fig-

RELIEF

from discomfort of

**ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS**

due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take

Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take Good-tasting **ENO**

Sensational
NEW EVANS AUTOMATIC LIGHTERS
\$10.00
tax free

Look for the Red Seal... an exclusive feature found in all new Evans lighters.

Fuel control... prevents fluid evaporation, overflow... gives instant light always.

THE STARDUST TABLE LIGHTER

GOLDEN STARS ABLAZE ON MIDNIGHT BLUE. BREATHTAKINGLY BEAUTIFUL GIFT! OTHER MODELS FROM \$5

... AMERICA'S BEST **Evans**

EVANS CASE CO. ... No. Attleboro, Mass.
CREATORS OF FITTED HANDBAGS AND POWDER BOXES

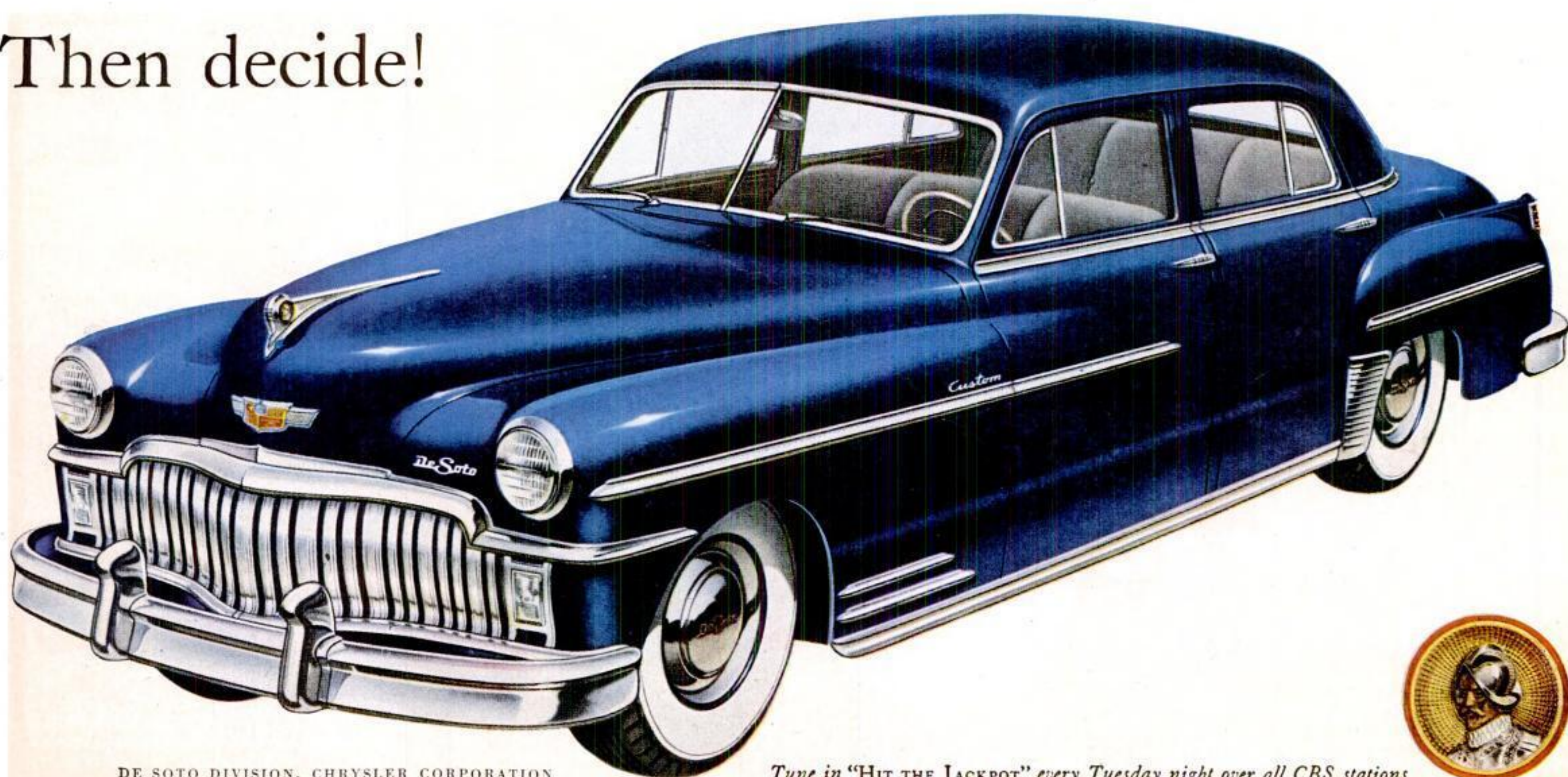
CONTINUED ON PAGE 11

DESOTO



is "the car designed with YOU in mind." That means it was built to give you more headroom, more legroom and more visibility. It means that it *lets you drive without shifting*. Compare it, not merely with any other car at the same price, but with any other car at *any* price.

Then decide!



DE SOTO DIVISION, CHRYSLER CORPORATION

Tune in "HIT THE JACKPOT" every Tuesday night over all CBS stations



Gift Wrappings
BRILLIANT 123 PIECE ASSORTMENT

ONLY
25¢
AND ONE BOXTOP FROM
CHIFFON FLAKES

YOU GET ALL THIS!
10 Big sheets (20" x 30") of bright, new, extra-quality Christmas paper
10 Smart individual gift tags
23 Sparkling, silver foil stickers for your very special gifts
80 Colorful Christmas seals—angels, Santas, deer, etc.

CHIFFON, America's Finest Soap Flakes

Offers You This Amazing Christmas Bargain!

DON'T MISS OUT—ORDER NOW! Think of *all* you get in this wonderful Chiffon Wrapping Assortment. The latest, loveliest Christmas designs in extra-quality paper—10 big sheets of it. 80 sparkling stickers! Rich foil seals! Appropriate gift tags! The most beautiful Christmas wrappings you ever saw! It's such an exciting assortment—and only 25c with a Chiffon boxtop—you'll want *several* sets to gorgeously gift-wrap *all* your presents. Use order blank below!



Chiffon Soap Flakes
Box 151,
Burlington, Iowa

I am enclosing one boxtop from a Chiffon Flakes package and 25¢ in coin for each Christmas Wrapping Assortment I order. Send me _____ assortments. I understand this offer expires December 10, 1949.

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____



KINDER TO HANDS

Chiffon actually protects your hands, for all-pure Chiffon Flakes contain no harsh alkali or skin-drying chemicals to make hands rough. Dishes wash sparkling!



GENTLER TO FABRICS

All your lovely nylons, rayons, cottons and wools stay lovely longer—with gentle Chiffon care. No harsh "filler" to harm fabrics—Chiffon is the safest kind of soap!

Tune in STARS OVER HOLLYWOOD, CBS Saturday

NO PURER SOAP WAS EVER MADE

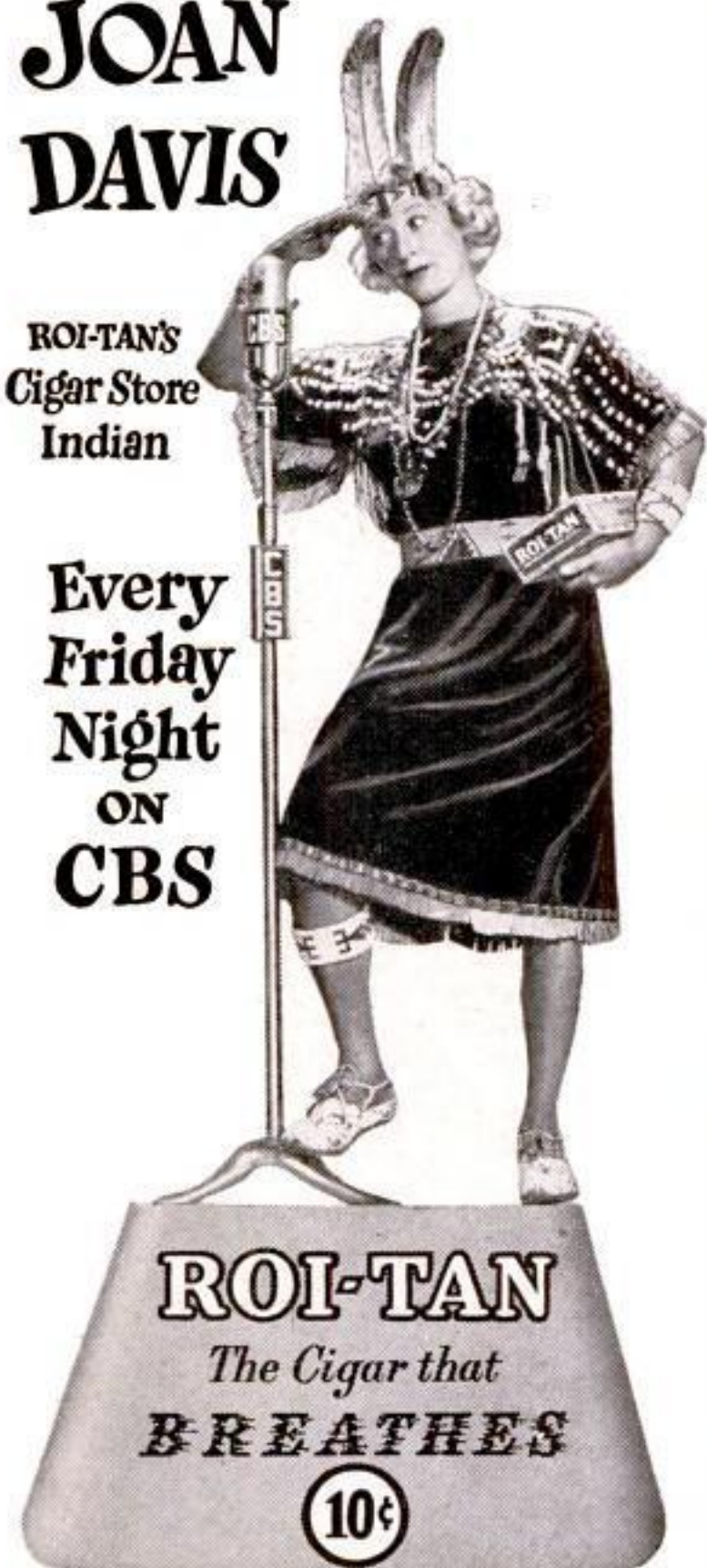
© Armour and Company

Another **ARMOUR** Product

Laugh with JOAN DAVIS

ROI-TAN'S
Cigar Store
Indian

Every
Friday
Night
ON
CBS



The "North Bay"

Here's what they call a *coat* in the North Country. Famous Piedmont gabardine, Cravenetted to shed rain and snow. Mouton collar, lamb-skin lining, red wool bottom — a world of warmth. Men's and boys' sizes. See your Lakeland dealer — or write for his name.

Lakeland Mfg. Co. • Sheboygan, Wis.

LETTERS TO THE EDITORS

CONTINUED

ure?" (LIFE, Oct. 24), the answer is NO. And I speak for the Corset and Brassiere Association of America.

Foundation garment manufacturers firmly decry the hinted renaissance of a flat, flapper figure—even though they would profit from the change since it is they who would make foundation garments to mold the new figures.

What American woman would buck that opinion in favor of a meal-sack flapper figure?

FLETCHER D. DODGE

New York, N.Y.

● What American woman *wouldn't* —if she felt like it?—ED.

MARGIE

Sirs:

In your story of Margie, the young gangster girl (LIFE, Oct. 24), what became of her baby, Jacqueline? Did she get well, and is she being well cared for?

MRS. ARMOND JAMES

Shreveport, La.

● Margie's baby, fully recovered, is being cared for by family friends in New Orleans. On Oct. 14 Margie was transferred with two of her companions (Chapman and Price) to the El Paso (Texas) County Jail. There they will stand trial on the charge of robbery by assault of 65-year-old C. E. Crowson of El Paso, who was hit with a blackjack and robbed of one dollar.—ED.

HABSBURG ART

Sirs:

Regarding your article "The Great Habsburg Collection" (LIFE, Oct. 24), the painting *The Artist In His Studio* by Jan Vermeer of Delft never be-

CONTINUED ON NEXT PAGE

Please send **LIFE**



to _____ Name

_____ Address

City _____ Zone _____ State _____

ONE YEAR AT \$6.00

(1 year at the single copy price would cost you \$10.40)

I enclose \$_____ Please Bill Me ☐

While ordering LIFE for yourself why not take advantage of these special gift rates and make LIFE your Christmas present to favorite friends and families?

SPECIAL CHRISTMAS GIFT RATES

ONE SUBSCRIPTION \$6.00
SECOND SUBSCRIPTION . . \$4.75
EACH ADDITIONAL . . ONLY \$3.75

This coupon may be given to your newsdealer, local subscription representative or mailed to

LIFE 540 N. Michigan Ave., Chicago 11, Ill.
L-11-14

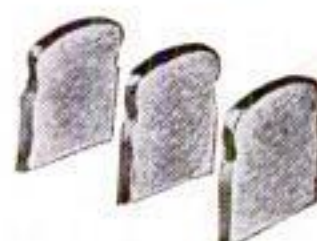
Are you ever unhappy about toast?



See the General Electric Automatic Toaster at your dealer's. \$21.50*

**Smart, new General Electric Automatic Toaster
makes toast just as you want it—always!**

As you like it!



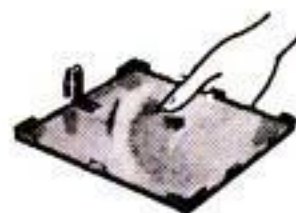
Just set the control and every slice comes out as you want it—light, dark, or in-between. The new General Electric Automatic Toaster delivers *uniform* toast! Also—it will either pop your toast up or keep it down till you want it.

Lasting, lovely!



Beautiful to see, constructed to serve you well for years, the General Electric Automatic Toaster makes breakfasts happier. You've never seen a finer toaster!

Cinch to clean!



Sleek, shiny, wonderful—the General Electric Automatic Toaster has still another welcome feature—the Snap-in Crumb Tray. Every so often just snap it out, wash it with your dishes, snap it in. General Electric Company, Bridgeport 2, Conn.

*(Incl. Fed. Exc. Tax) Price subject to change without notice.

"Toast to Your Taste—Every Time"

GENERAL  ELECTRIC

How to get SLEEP!



She can thank Phillips' ANTACID ACTION for this!

When acid indigestion—which often accompanies constipation—keeps you awake, here's how to get to sleep: Take Phillips' Milk of Magnesia—one of the fastest, most effective stomach acid neutralizers ever discovered. As thousands

who have done this know from experience, Phillips' Milk of Magnesia eases away the acid condition almost before you realize it...and you drift off to sleep—a sound, peaceful sleep that will thoroughly rest you.

GET UP— on top of the World!



She can thank Phillips' LAXATIVE ACTION for this!

Phillips' Milk of Magnesia will help you start the new day feeling grand—bright, alert, wonderfully refreshed—not simply because it helped you sleep well last night, but also because it brought you gentle, effective constipation relief this morning. Double-Action Phillips', you see, is *more* than an excellent antacid. It's a marvelous laxative, too!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWNUPS

PHILLIPS'

MILK OF MAGNESIA

Liquid or Tablets

Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes.



LETTERS TO THE EDITORS

CONTINUED

longed to the art treasures of the Habsburgs. Until 1942 the picture belonged to the Counts Czernin, one of the noblest families of old Austria.

In 1942 Hitler bought it and hung it in his castle on the Obersalzberg.

Not until the German defeat in 1945 was the painting given to the Museum of History of Art in Vienna.

CURT D. BLOCH

Forest Hills, N.Y.

● The entire collection from Vienna's Museum is popularly known as the Habsburg collection, although a few of the works never belonged to the Habsburgs themselves.—ED.

MYCRO CAMERA

Sirs:

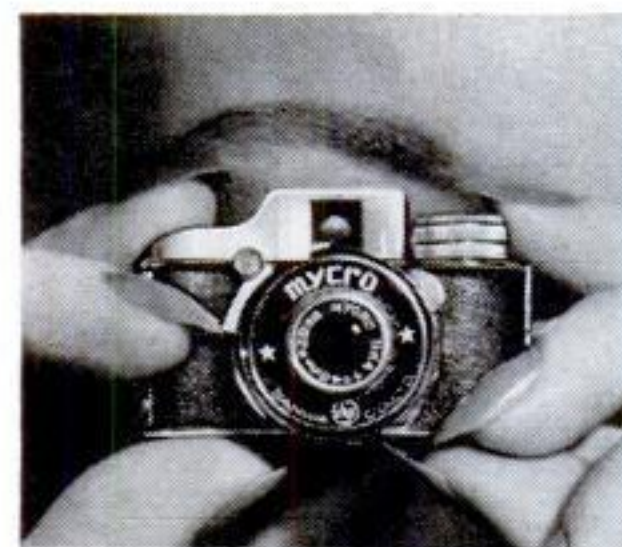
In your "Tiny Cameras" (LIFE, June 20), you stepped—innocently we presume—into the middle of an unfortunate state of confusion about the subminiature Mycro camera.

One of the captions in your story refers to "The Myracle Mycro," which "sells for \$12.50." Please be advised that *there is no such camera*. We are distribution agents for the exclusive importers of the Mycro camera from the Sanwa Company in Japan, and it sells for \$9.95. The Myracle camera, which sells for \$12.50, takes the same size picture but is manufactured by an entirely different Japanese company.

It is unfortunate that the distributors of the Myracle camera continue to use the trademark "Mycro" as part of their company name; but LIFE's story has confused the situation even more by the use of the hybrid term "Myracle Mycro," which actually describes nothing. The photograph below is a picture of the Mycro camera for which this firm is the exclusive distributor.

JEROME W. COOPER

Cooper Photographic Sales Co.
San Francisco, Calif.



THE REAL MYCRO

HEADSTANDER'S PIE

Sirs:

I have just read your article showing a man testing the dishes of various states (LIFE, Oct. 24). What are the ingredients of a shoo-fly pie, a regional dish of Pennsylvania?

CLIFFORD H. BISSELL

Berkeley, Calif.

● Molasses, baking soda, brown sugar, flour, shortening, salt and boiling water. According to some folklore experts, the term "shoo-fly" comes from the sweet, syrupy substance of the pie, which attracts flies that have to be shooed away.—ED.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

All-day WAISTLINE COMFORT

even when you sit, stoop, bend



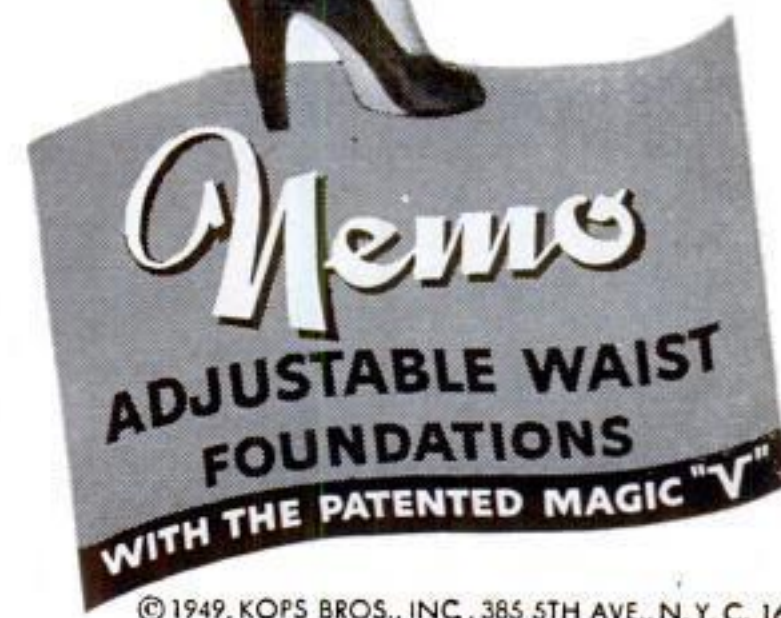
Every time you sit, stoop, or bend, your waistline expands 1 1/2 to 3 inches.

So — get into a Nemo Adjustable

Waist! Its elastic Magic "V" self-adjusts to this inevitable spread,

slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin.

At all good stores. From \$7.50.



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CONTINUED ON PAGE 14

Eleanor and Jeanne Fulstone of Smith, Nevada, sponsored by the Reno Chamber of Commerce.



Betty and Barbara Land of Norfolk, Virginia, sponsored by Norfolk Junior Chamber of Commerce.



Barbara and Beverly Lounsbury of Plainfield, N. J., sponsored by Chamber of Commerce of the Plainfields.



WHICH TWINS HAVE THE TONI? (see ballot below)

Hairdos of the twins were created by famous New York, Chicago, and Hollywood hair stylists.



Joan and Jean McMillan of Houston, Texas, sponsored by Radio Station KTRH.



Marjorie and Mary Vaughan of Lafayette, Indiana, sponsored by the Indianapolis Star.



Charlotte and Antoinette Winkelmann of New York, selected on CBS-TV program.

Which Toni Twins win your vote?

Wonderful prizes for the winners, including a 30-day Trip to Europe

Cast your vote now—help choose the twins you want to win!

Want to help judge the biggest twin contest in history?

Here's all you need do. On this page you see the 6 regional winners of The Toni Company's big National Twin Contest. They were chosen from more than 1500 sets of lovely twins from all over the U.S.A. Just decide which set of twins you think should be awarded the title "All-American Toni Twins" and send in your vote.

Use the Toni ballot on the right or mail a post card indicating your choice. All votes must be mailed no later than midnight December 5, 1949. The winners will be the one set of twins receiving the greatest number of votes.

To the winners of the title "All-American Toni Twins" will go all these wonderful prizes:

- Air trip to Europe with all expenses paid
- Individually styled Esther Dorothy fur coats
- 5-piece Ceil Chapman travel wardrobes
- 5-piece matched sets of Skyway Luggage
- Modeling contract for Toni advertising

In addition, each of the Regional Winners will be awarded glamorous Ceil Chapman dresses and 3-piece sets of matched Skyway Luggage.

The board of judges which selected the Regional winners included such well-known personalities as Fred Waring and Enric Madriguera, prominent orchestra leaders; John Robert Powers, head of the famous model agency; and Russell Patterson, renowned artist and illustrator.

Next year in The Toni Company's advertising you'll probably be guessing "Which twin has the Toni?" Difficult to tell—for a Toni Home Permanent is guaranteed to look as lovely, last as long as the most expensive beauty shop wave. And now with Toni's new SPIN Curlers you can have a Toni wave twice as easy—twice as fast. Ask today for Toni Home Permanent Kit with new SPIN Curlers and have the softest, most natural-looking wave you've ever had!

SPECIAL COMBINATION OFFER

Toni Refill Kit. Guaranteed to give the most natural-looking wave ever — or money back! **\$1.00**

Complete Set of new Toni SPIN Curlers. No more rubber bands! Makes every wave from now on twice as easy! Reg. Value. **\$2.00**

\$3.00 value ONLY \$2.29

LISTEN TO
Arthur Godfrey Time
10:15 A. M. EST
CBS NETWORK



Toni Ballot

Check the one set of Twins you want to win

- ☐ The Fulstone twins
(Eleanor on the left has the Toni)
- ☐ The Land twins
(Barbara on the right has the Toni)
- ☐ The Lounsbury twins
(Barbara on the left has the Toni)
- ☐ The McMillan twins
(Joan on the left has the Toni)
- ☐ The Vaughan twins
(Mary on the right has the Toni)
- ☐ The Winkelmann twins
(Antoinette on the right has the Toni)

Mail this ballot or send letter or postcard with your choice. All votes must be postmarked no later than midnight December 5. Send votes to:

Toni Twin Contest
Box 3505, Chicago 54, Illinois

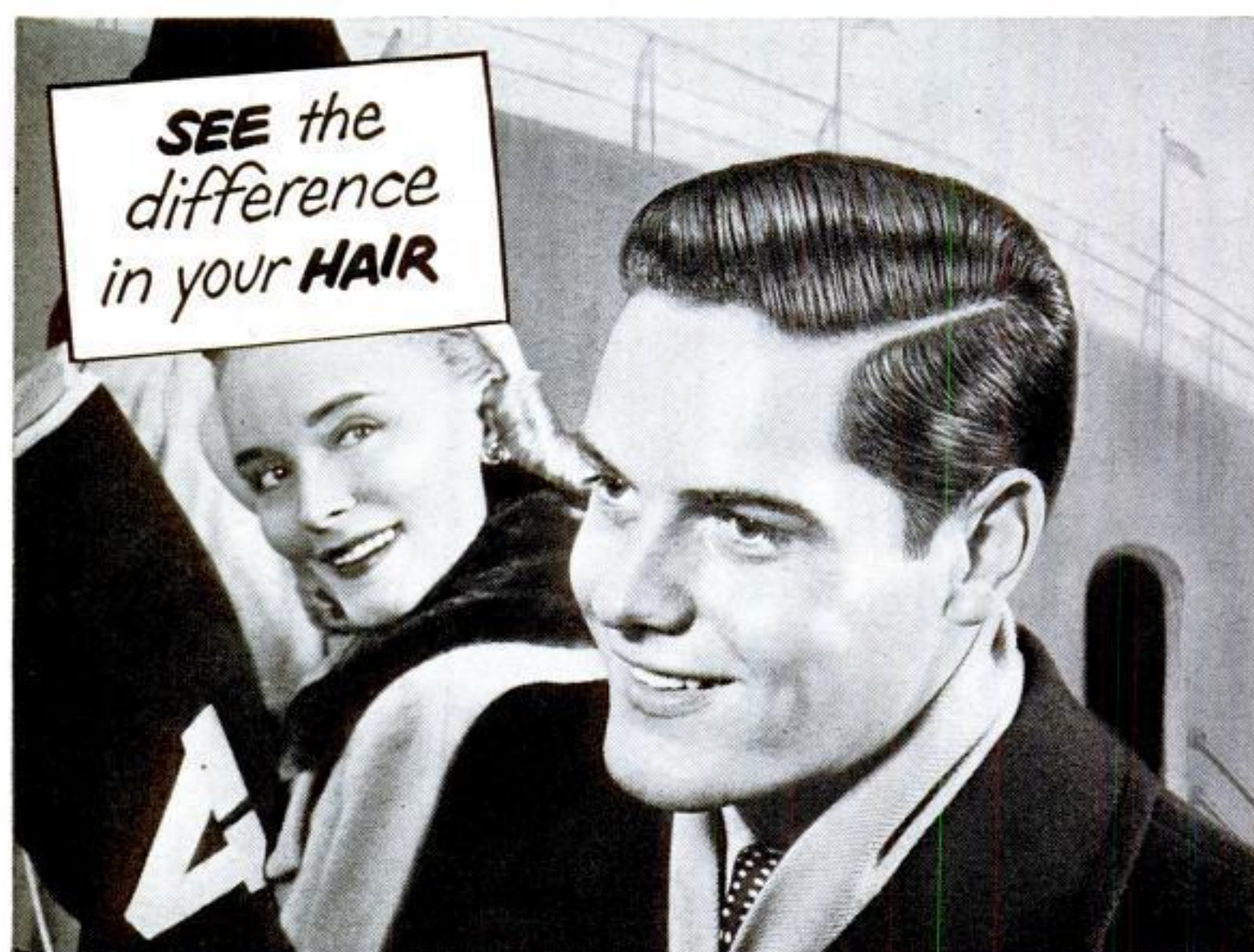
MAIL YOUR VOTE TODAY

Vitalis "LIVE-ACTION" care



What a wonderful wake-up glow in your scalp — when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" Nothing like 50-seconds' tingling massage with the *active* Vitalis formula to (1) stimulate your scalp (2) prevent dryness (3) rout flaky dandruff (4) help check excessive falling hair. Your scalp feels refreshed, *invigorated*. Then 10 seconds to comb and you're all set!

gives you **HANDSOMER HAIR**



Now see how much neater, how much handsomer your hair looks—set to stay that way all day! No "patent-leather" shine. Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter today.

"LIVE-ACTION"
* **VITALIS**

and the
"60-Second Workout"

• Many scalp specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.



Product of Bristol-Myers

P. S. Your barber knows how to give you a stimulating, refreshing Vitalis treatment for scalp and hair. Ask him for a professional application of "Live-Action" Vitalis.

LETTERS TO THE EDITORS

CONTINUED

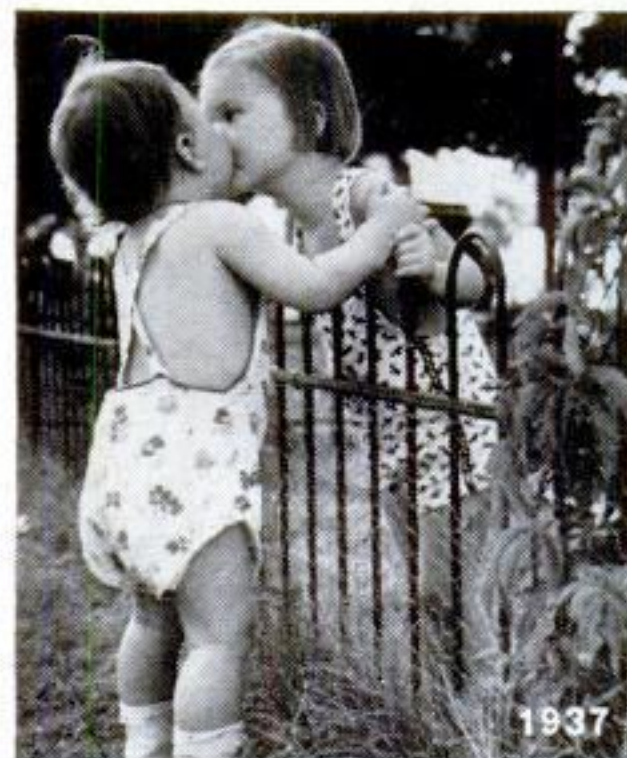
REPEATERS

Sirs:

Almost every summer for the past dozen years, Lynn Lee Busby has visited my son Jack, and almost every summer I have taken pictures of them kissing over a fence. In 1939 LIFE ran two of the pictures. In 1942 you ran the same two pictures plus a third. This year I took another shot of them (*bottom*) over the same fence. Lynn Lee is now 14 and going with boys a little. Jack, 13, hasn't shown much interest in girls but didn't mind posing for this.

W. JACK RODDEN

Roswell, N. Mex.



There's an
Alligator for you
at your price
in your style
for your needs



... they're all
great values:
Water repellent coats
\$15⁵⁰ to \$53⁵⁰
Waterproof coats
\$7⁵⁰ to \$13⁵⁰

No matter what you want in rainwear—Alligator has the answer! The complete line—the quality line—the value line—of smartly styled, dependable water repellent and waterproof garments for all weather. Yes, Alligator is America's best name in rainwear—the brand most men demand! See your dealer's wide array of fabrics, styles, colors and prices today! The Alligator Company, St. Louis, New York, Los Angeles.



BETTER DEALERS FEATURE:
ALLIGATOR
Rainwear
because... IT'S SURE TO RAIN!

makes ANY cigarette less irritating!



Here's why so many doctors recommend Denicotea

The harmful effects of nicotine and tars on the human system are of deep concern to the medical profession. Doctors who have tested Denicotea have been quick to recommend it.

Nothing filters like the Denicotea crystal filter. You can see the evidence in the *blackened* filter, soaked with the harmful residue that otherwise would have entered your mouth, throat, nose and lungs . . .

*No matter what cigarette you smoke,
Denicotea definitely filters the smoke,
cuts down nicotine and tars!*



DE-NICOTEA

**CRYSTAL FILTER
CIGARETTE HOLDER**



Used by millions for smoking health and pleasure

If you have sinus trouble, smoker's cough, throat irritation, or have other reasons to cut down on smoking—don't fail to use a Denicotea cigarette holder . . .

Many dentists recommend Denicotea to guard teeth and gums against the stains and irritants in tobacco smoke. Your breath is fresher, your mouth feels cleaner, when you use Denicotea!

Denicotea holder

With polished aluminum ejector and 10 extra filters. **\$2.00**

Lady Denicotea holder

Long, and slim, gold tone ejector. In black or costume colors, 12 filters. **\$3.50**



Showing position of Denicotea crystal filter

At tobacco counters, drug stores and jewelry stores • Alfred Dunhill, 660 Fifth Ave., New York 19, N.Y.

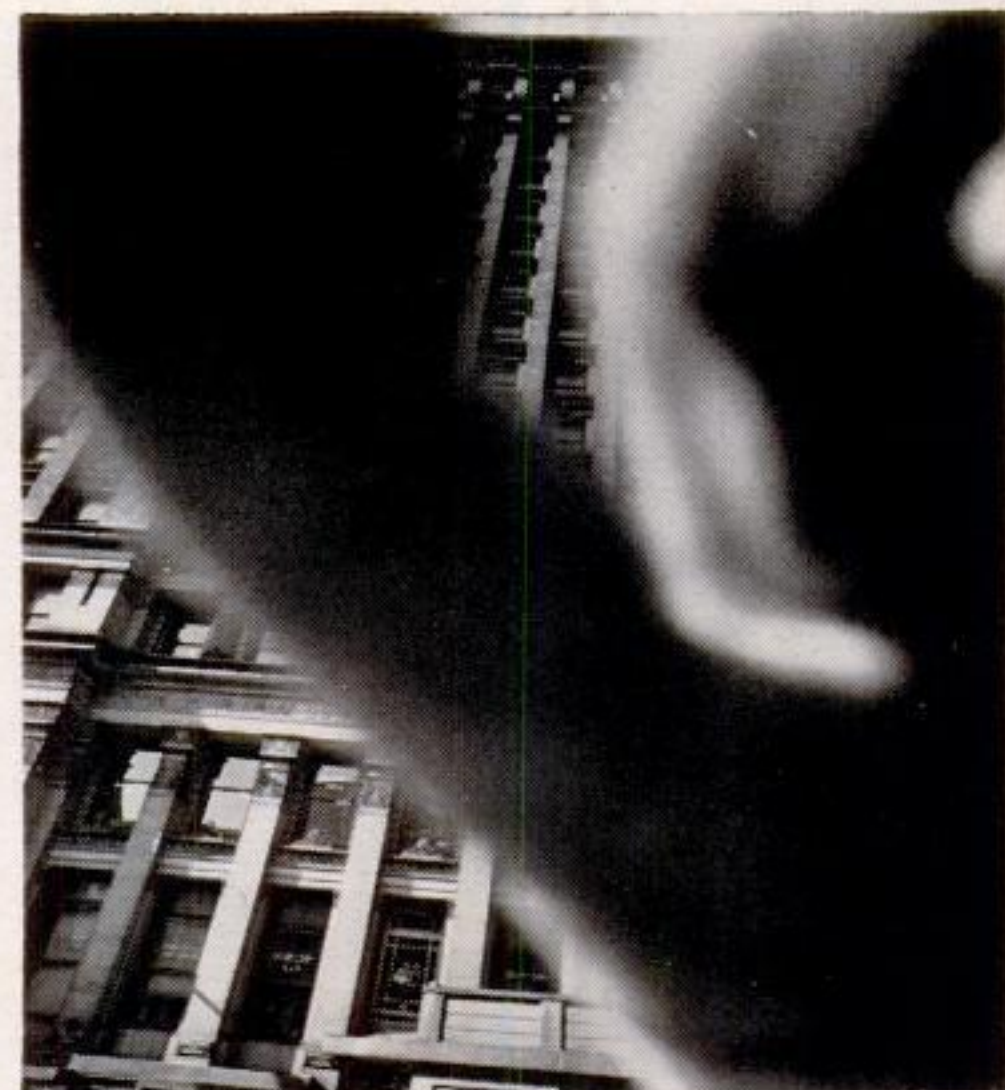


COLD WEATHER can make a camera shutter so stiff that it will fail to close completely. Then when the camera is moved or the film wound, light leaking in through the

partly opened shutter leaves these jagged lines on the film. The remedy is to keep the camera warm or else to remove the oil that freezes, so that the parts move more easily.



SPEAKING OF PICTURES



FINGERS OVER LENS, a silly but commonplace mistake, can obscure most of the subject, as illustrated above.

← **STATIC ON NEGATIVE** caused by quick winding of film during cold weather leaves odd patterns.



RAINDROPS ON THE LENS sometimes can make a building appear to be on fire (above). If the picture absolutely must be made in the rain, says Feininger, the photog-

rapher should either get himself a lens shade or carry an umbrella. After the mistake has been committed to the negative there is no remedy for it in developing or printing.

Feininger's book catalogs common mistakes made by photographers

Photographic materials having reached their current state of perfection, most picture mistakes are the picture taker's fault. This is the considered judgment of LIFE Photographer Andreas Feininger as set down in his new 409-page book called *Feininger on Photography* (Ziff-Davis, \$15). Knowing that a conscientious photographer benefits from mistakes,

Feininger has for years collected examples of photographic errors, some by himself, some by others. While a few are caused by mechanical defects (above, left), most derive from simple blunders like moving the camera during picture taking (below, left).

Feininger's book, the distillation of his 15-odd years' experience as one of the best photographers

alive, covers everything from the rudiments of how to point a camera to the darkroom tricks of a sophisticated photographer (next page). The most complete one-volume work of its kind, it surpasses most other photographic books by showing the worker how he can advance beyond the limits of his technique into the realm of imaginative photography.



CAMERA BEING MOVED while picture is taken generally gives blurred result. To avoid: use a tripod, shoot at a higher shutter speed or learn to hold the camera steady.



LIGHTS SHINING INTO LENS have this effect if the lens has not been coated to prevent light from going astray. To avoid: use lens shade or stand behind large object.

Scientific Research Indicates You Can Help

Prevent Tooth Decay



With the New COLGATE Ammoniated Tooth Powder

Colgate's Amazing New
Dentifrice Has a Refreshing,
Minty Flavor that Leaves
Mouth Sweet and
Clean-Tasting for Hours!

You, too, will prefer the refreshing minty flavor and foamy cleaning action of this wonderful new dentifrice, made with the amazing formula which, dental science indicates, helps to prevent pain, worry and expense of needless tooth decay!

New Colgate Ammoniated Tooth Powder, created in Colgate-Palmolive-Peet research laboratories, is based on a formula developed by University of Illinois scientists. It contains those wonder-ingredients, Dibasic Ammonium Phosphate and Carbamide, that help many people prevent new cavities. Yet it leaves no unpleasant after-taste.

Start combating tooth decay with Colgate Ammoniated Tooth Powder. Use regularly as directed. Note how *good* it tastes, how freely it foams, how *clean* it makes teeth look and feel. Sweetens the breath and refreshes the mouth, too!

GUARANTEED BY COLGATE—If you don't agree Colgate Ammoniated Tooth Powder is the finest ammoniated dentifrice you ever used, we guarantee to refund your purchase price in full, plus postage. Just return the unused portion to Colgate-Palmolive-Peet Co., Jersey City 2, N.J.



Help Youngsters avoid tooth decay during growing years, when worst damage occurs. Parents' Magazine has tested and commended Colgate Ammoniated Tooth Powder. Children love its minty flavor.



Dentists Themselves Use and recommend ammoniated dentifrices as an aid in controlling tooth decay. For cavities already formed, and to safeguard mouth health, be sure to visit your dentist regularly.

3 Definite Benefits To Help Prevent Tooth Decay

1. Colgate Ammoniated Tooth Powder helps neutralize destructive mouth acids, considered by many dental authorities a leading cause of tooth decay.
2. It inhibits growth of acid-producing bacteria, Lactobacillus Acidophilus, in the mouth.
3. It helps dissolve and remove from teeth gluey film in which acid-producing bacteria thrive.

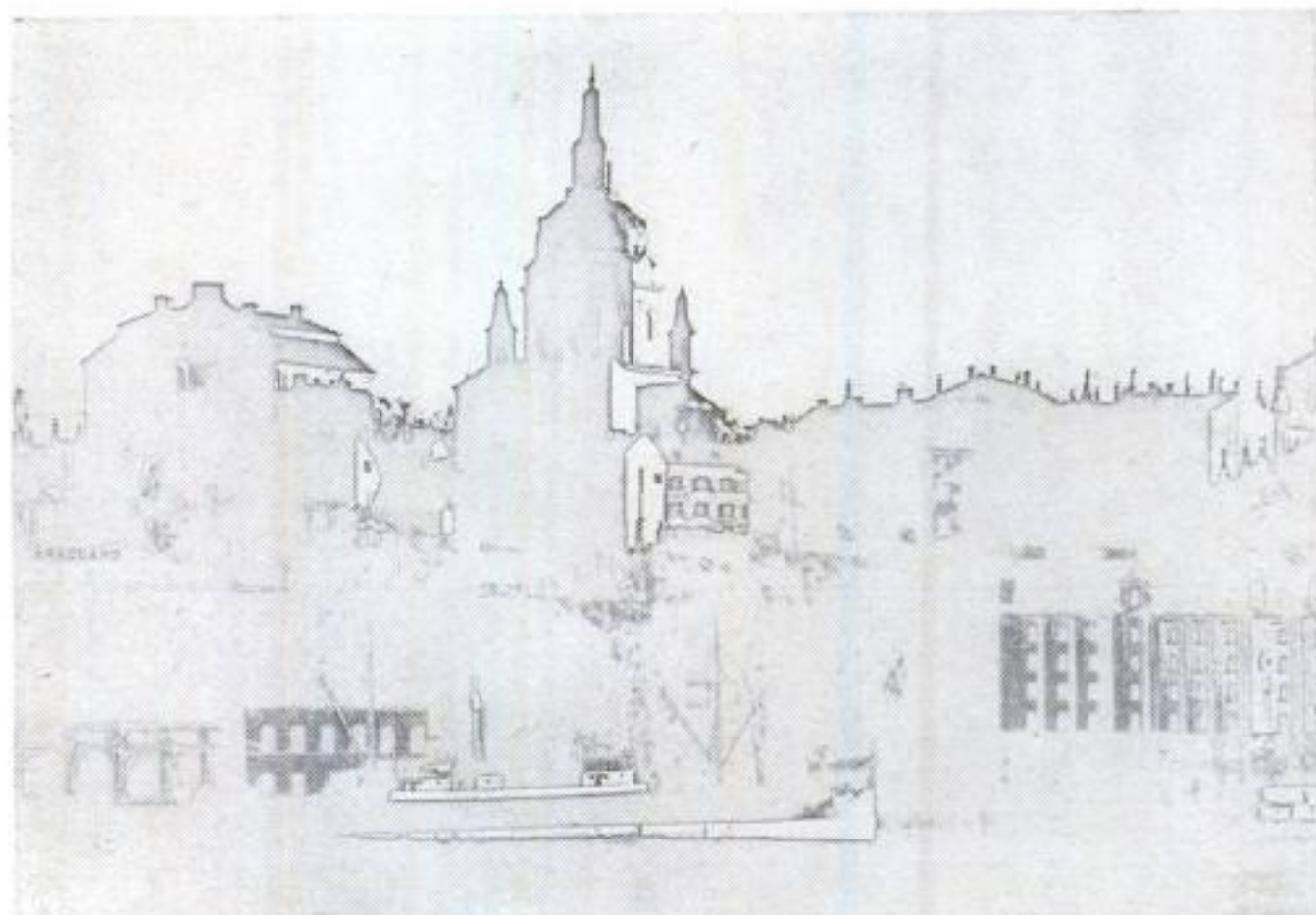
Big 4oz. Can
ONLY 43¢
Also 25¢ Size
At Any Drug or
Toilet Goods
Counter

COLGATE
AMMONIATED TOOTH POWDER
With a Flavor the Whole Family Will Enjoy



MISTAKES CONTINUED

SOPHISTICATED EFFECTS



SOLARIZATION is a complicated process involving exposure of a negative during development. It can make a photograph look like an etching (above).



SOLARIZED NUDE has an unearthly look. Says Feininger, "Don't expect naturalistic values from it. Let it stimulate your imagination like a sonnet."

"Here's a holiday party where the hostess has a good time, too!"

SAYS ELSIE, THE BORDEN COW!



ELSIE'S EASY TURKEY LOAF

Mix: 3 cups of ground cooked turkey, 2 cups soft bread crumbs, 3 tbsps. finely chopped green pepper, 1 tbsp. each of pimento and chopped onion, 1 teaspoon each of salt and poultry seasoning. Beat 1 egg, add $\frac{3}{4}$ cup Borden's Evaporated Milk and $\frac{1}{4}$ cup water. Mix well. Pour over mixture. Blend thoroughly . . . Place in greased 8 x 5 x 3-in. loaf pan. Bake in moderate oven (350°F.) 45-50 minutes, or until a knife inserted in center comes out clean. Loosen edges. Unmold. Garnish.



"HOT CHOCOLATE" YOU MAKE RIGHT IN THE CUP!

Just measure Borden's Instant Mix into the cup, add hot milk or water and stir . . . Get the smoothest, sweetest hot chocolate that ever happied up a holiday guest and made him feel warm all over! And it's so good and nourishing for everybody—Vitamin B₁ and D and Iron added . . . And Say! Don't just serve Borden's Instant Mix to guests. Let the family enjoy it at meals, any time!



SURPRISE PIE — FILLED WITH NO-WORK BORDEN'S NONE SUCH MINCE MEAT

Borden's None Such is the real old-fashioned kind of mince meat, rich with sunny-flavored fruits, and spicy-warm. Made with 21 choice ingredients, and flavor-aged according to an old New England recipe. Get None Such in ready-to-use or condensed form. Try it! If you don't agree it's the best mince meat you ever tasted, send the label from the jar or the front of the package to Elsie, Dept. LM-119, 350 Madison Ave., N.Y. 17, N.Y. and we'll give you your money back.



THE SECRET OF BORDEN'S RICHER, HEARTIER FLAVOR IS THIS INSTANT COFFEE'S "FLAVOR-PEAK" PROCESS

Just watch your company beam, when they taste Borden's richer, heartier flavor! It's the new "Flavor-Peak" process that does it . . . a process only Borden's has, which extracts far more flavor from the freshly roasted coffee. And you know, Borden's is 100% pure coffee, not a thing but coffee . . . nothing added. So easy, too! No pot to wash, no grounds. (Borden's throws the used grounds away!) For holidays and every day, Borden's is your best bet!



IF IT'S BORDEN'S — IT'S GOT TO BE GOOD!

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"Isn't Weather Wonderful!"

When you're prepared for it, weather gives you full measure of tingling good health. So face it confidently in the secure dryness and warmth of exciting new U. S. waterproof footwear for all the family.



GAYTEES for girls and children! FROST-GUARD, Ocelot-velour trim; green, brown, black. BUCKAROO BOOTS, red and white, two-tone brown, brown and tan. ROMPER, fleece-lined; white, red, brown.



A



C



B



E

A. CONTINENTAL, Botany Flannel; green, blue, beige, brown, black. B. PEERLESS VELVETEEN, smartly furred; grey, burgundy, blue, brown, black. C. MARQUETTE, patent leather finish, fleece-lined; all brown, or black with grey.

D. CHARMER, the new Spat look in Dan River's La Belle Plaid; red, green, brown, black. E. SNOWSTER, velveteen, fleece-lined; all burgundy, green, brown, or black with grey. Gaytees are styled to fit Platforms, too.



U. S. ROYAL FOOTWEAR FOR MEN AND BOYS! SUBURBAN BOOTS, strap up high, roll up for carrying. Men's, black. Boys', brown, black. WING TIP OXFORDS, black, dark brown. RUBBER GAITERS, fleece-lined, Kwik slide-fastener.



LIFE'S REPORTS



CENTER OF RIO'S JAM was the narrow area between the Cardinal's palace and the Gloria Hotel. Here, where the mountains almost meet the bay, through traffic must use either the wide Praia do Flamengo (heavy line) or the narrow Rua do Cattete (thin line) or a tiny cobblestoned street (not shown). Repairs partly blocked Flamengo; a wreck closed Cattete, and traffic, squeezing into the cobblestone alley, met other traffic, backed up and paralyzed all routes.

MONSTER TRAFFIC JAM

One little' Rio collision halts 10,000 autos

by WILLIAM W. WHITE

Brazilians are a friendly, courteous, thoughtful people—until they get behind the wheel of a car. Once there, however, with a firm grip on the horn, they careen and honk and jockey like drivers in a "hot rod" race. It is debatable whether the motorists of Rio de Janeiro, Buenos Aires or Mexico City are the hemisphere's most madcap, but one would hesitate to bet against motorists who achieved what Rio's did recently: a six-hour traffic jam that paralyzed the city.

This jam began at 8:30 a.m., when a small truck collided with a trolley in front of the Cardinal's palace in downtown Rio. Four and a half hours later the two vehicles still stood there.

The accident was just one of several dozen that daily clutter Rio's overloaded streets. Each wreck, each broken-down car, creates a traffic problem of its own. Rio's streets are so crowded that when a car in one lane stops it affects all the cars behind it for blocks. The difficulty increases when two cars or a car and a lamppost collide. The high mortality rate of lampposts in fact prompted one Brazilian recently to declare, "Give me the lamppost concession, and you can have the treasury."

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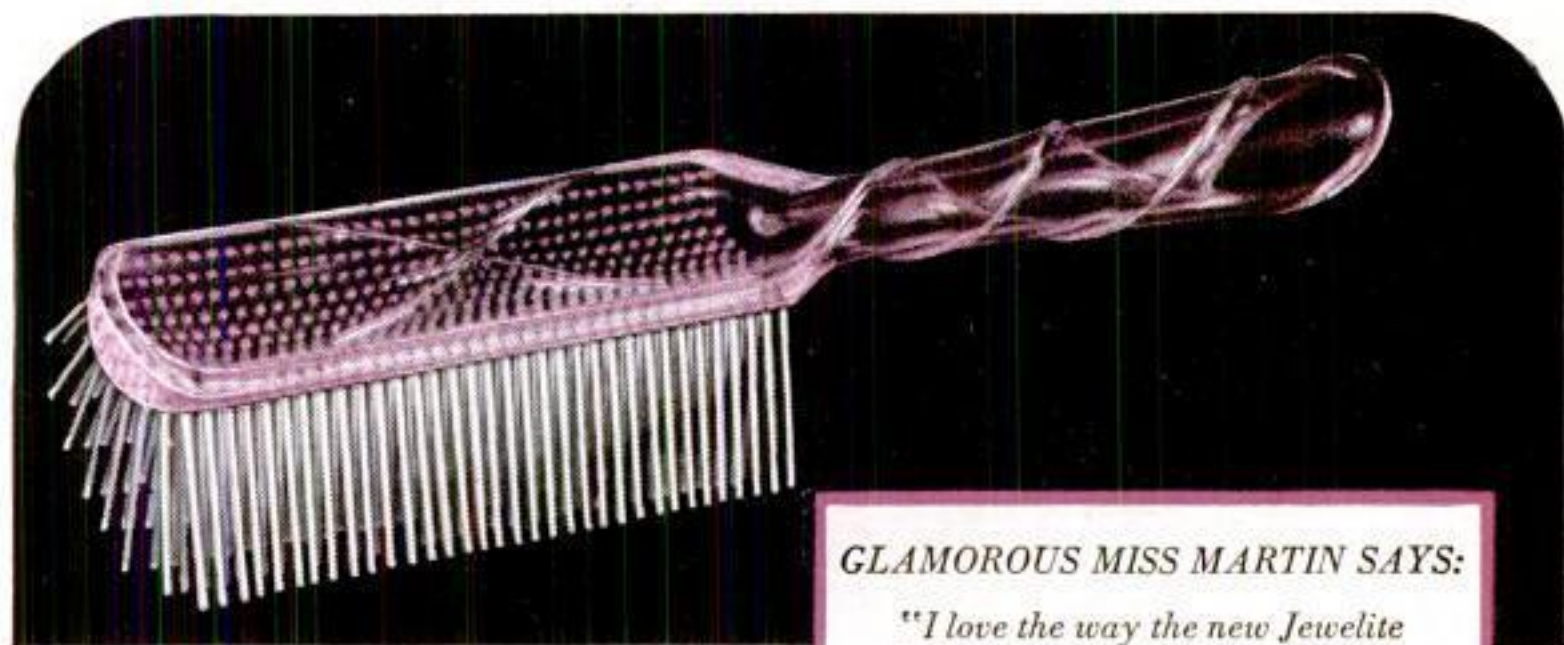


LINES OF TRAFFIC ON THE PRAIA DO FLAMENGO EXTENDED THREE MILES

"I'm in love with a wonderful brush"
SAYS *Mary Martin*
STARRING IN "SOUTH PACIFIC"



THE *Stimulator*
Pro-phy-lac-tic's Newest Jewelite Brush!

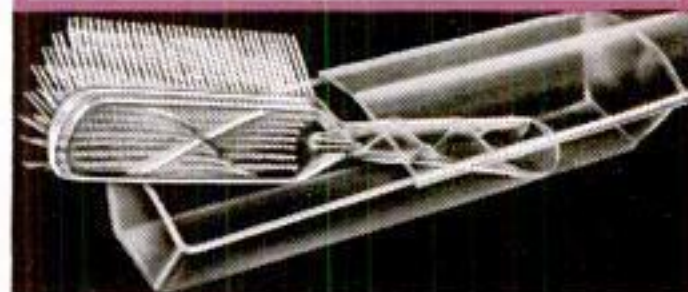


GLAMOROUS MISS MARTIN SAYS:

"I love the way the new Jewelite Stimulator combs as it brushes. And those individual round-end bristles are wonderful for scalp massage . . . so gentle!"

- Combs your hair as it brushes! ● Unsnarls hair, especially following shampoo! ● Patented round-end nylon bristles—gentler to your scalp! ● Penetrates hair—massages scalp—helps recondition hair! ● Stimulates scalp to bring out luster of hair! ● Hollow handle—light-in-weight—makes those "100 strokes" a pleasure! ● Available in ruby or sapphire colors.

\$2.95



Smart, Crystal Package

The Stimulator comes in the clear crystal "Porta-Pak" . . . a beautifully molded rigid package . . . ideal for travel.



UNIQUE DESIGN
Patent applied for
Single strand round-end bristles massage your scalp as you brush.



PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Mass.

SALON-SAFE FOR HAIR THAT LACKS "BODY" SALON-SMART FOR EVERY HEAD

Here's a new, gentler home wave that's safe for even the soft, fine-textured hair that lacks "body"! Yet this home wave is efficient enough to give strong, deep, luxurious waves that really stay in and hold up!

It's the new, improved Richard Hudnut Home Permanent! With it, you use the same sort of preparations...even the same improved cold wave process found gentlest and best for waving thousands of heads in the Richard Hudnut Fifth Avenue Salon!

No fear of harsh frizzed ends...no worry about being able to do a good job. Just follow the crystal clear directions for the most successful home permanent ever.

There isn't a more luxurious, softer, more natural-looking home wave for any head! Price, \$2.75; refill without rods, \$1.50. (Prices plus Tax.)



HERE'S WHY USERS PREFER HUDNUT!*

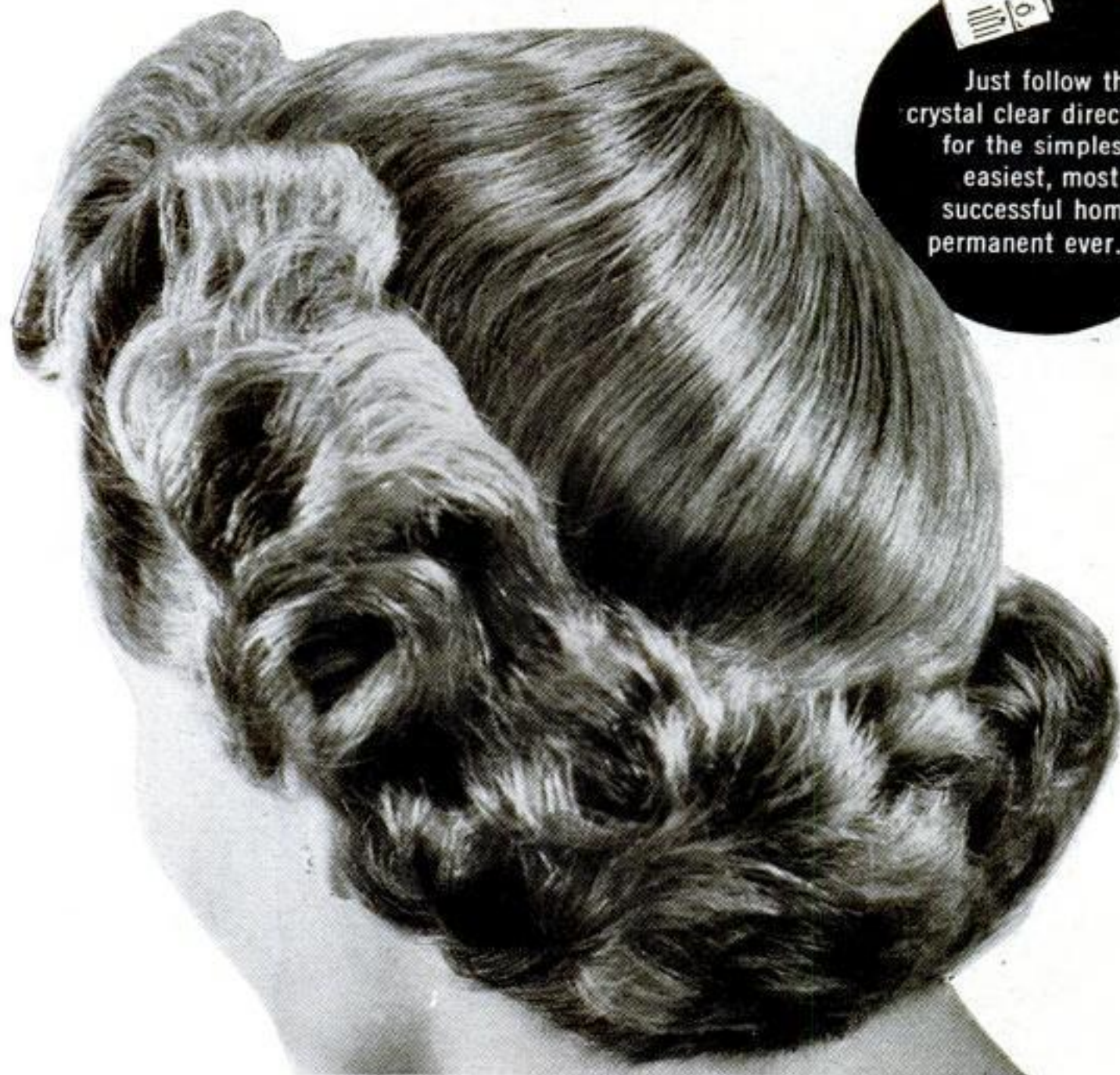


1. Gives you the wave you wish you were born with—soft, luxurious, natural-looking.
2. Doesn't dry hair or split ends.
3. Fast and easier, too! Special Hudnut pre-softening makes winding easier; ends less difficult!
4. Exactly the type curl you desire—tight or loose—but never a frizz on the ends!
5. Lasts longer—gives weeks more pleasure and prettiness!
6. Includes Richard Hudnut Creme Rinse, wonderful for making hair lustrous, soft, more "easy to do."
7. More manageable—greater coiffure variety.

*As expressed by a cross section of Hudnut Home Permanent users recently surveyed by an independent research organization.

Accepted for Advertising by the Journal of the American Medical Association.

New! Improved! Richard Hudnut Home Permanent



Just follow the crystal clear directions for the simplest, easiest, most successful home permanent ever.



RIO TROLLEY like this, struck by a truck, caused the big traffic jam.

LIFE'S REPORTS CONTINUED

Less than half an hour after the truck-and-trolley collision (a small affair of little damage) Rio was in the toils of the knottiest traffic jam in history. Ten thousand cars were stalled bumper to bumper, and (in some places) nose to nose. Business came to a standstill. Some 200,000 office workers were three to five hours late, and some never got to their offices at all that day.

After one look at the jam many Rio citizens did what came naturally—they went happily down to Copacabana beach. By 9:30 a.m. the palm tree-lined highway along the graceful curve of Praia do Flamengo was a solid mass of cars, 11 abreast, for about 3 miles.

Rio's undisciplined drivers are impatient at the slightest delay. They never wait for a traffic signal to turn green. But they took this gargantuan tangle philosophically, with that good humor for which the Brazilians are noted. The enormity of it indeed seemed to intrigue them, and they behaved with Latin *paciencia*.

Drivers and passengers got out of their steamy cars and dangled their legs over the sea wall on Guanabara Bay. Jitneys discharged their 10 or 12 passengers for a leg stretch, reloaded when traffic moved forward a few feet. A few chauffeur-driven businessmen read their morning papers thoroughly; when one page was devoured they tore it out and handed it to their neighbors. Cars boiled in the heat. Coffee shops and restaurants along the thronged street were jammed. The restaurant Taberna da Gloria never had such a crowd for lunch. One store pulled two large phonographs outside and filled the exhaust-laden air with Brazilian and American music.

Bicycles could get through the jam, but bicycle-propelled delivery carts were stalled. A strapping Negro woman, balancing a table on her head, managed to squeeze through some cars, finally stopped when the table got stuck between two taxis. She patiently waited until one driver was able to edge his car over a few inches. The old green open-air *bondes* (streetcars) were lined up eight deep.

One driver yelled gaily, "Va-

ARE YOUR False Teeth Clean Enough?

Be sure to try Coleo... made by Colgate from a new formula especially to remove film!



Coleo gets plates and bridges so clean that it's a great help in avoiding "false-teeth breath" due to improperly cleaned dentures!

Contains special ingredient that gently fizzes off film in 10 to 15 minutes... no brushing!

Coleo cleanses away mucin (film) and removable surface stains more completely... leaves teeth more sparkling-clean and mouth fresher-tasting. Coleo will not fade dentures, even the new, acrylic plastic plates. Try it now!

Coleo is the trade-mark of the Colgate-Palmolive-Peet Company.

Fast HELP for HEADACHE

UPSET
STOMACH
JUMPY
NERVES



BROMO-SELTZER
FIGHTS HEADACHE
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

1. Relieves Pain of Headache.
2. Relieves Discomfort of Upset Stomach.
3. Quiets Jumpy Nerves.

Caution: Use only as directed. Get Bromo-Seltzer at your drug store fountain or counter today. A product of Emerson Drug Company since 1887.



CONTINUED ON PAGE 24

CORLISS COULD DO NO WRONG...
but brother... how she tried!

SHIRLEY TEMPLE-DAVID NIVEN
 (as Corliss Archer)
"a Kiss for Corliss"

Screenplay by HOWARD DIMSDALE • Directed by RICHARD WALLACE • Produced by COLIN MILLER
 Released thru United Artists

From the fun-filled characters of **F. HUGH HERBERT**
 who created "Kiss and Tell," "Sitting Pretty" and "Margie," comes his greatest rock-and-roll story.

AMERICA'S FAVORITE BOBBY-SOXER

Best-loved teen-ager returns to screen in brightest comedy hit of the year.

by **F. HUGH HERBERT**



Creator of "Kiss and Tell," "Sitting Pretty" and "Margie"

I first started recording the teen-age adventures of Corliss Archer some six years ago. I already had plenty of authentic source material, derived from observing my then adolescent daughters Diana and Pamela. I merely had to put into the lips of Corliss some of their more pungent phrases, into the life of Corliss some of their exuberant high spirits, their natural gaiety, bounce and charm.

Statisticians (who apparently enjoy such computations) have figured that since "Kiss and Tell" opened on Broadway on St. Patrick's Day in 1943, and ran for 993 performances, I have written over 2,000,000 words about Corliss, her life and her family. After "Kiss and Tell," Corliss promptly invaded the radio and the magazines, she made me write a book about her, insisted that she appear in the movies, and even had a skirmish with a comic strip. These same statisticians figure that Corliss has been seen, heard or read about by more than 250,000,000 people in twenty-five countries and fourteen languages. Sounds like a lot of words, and a lot of people—but it would seem to show that Corliss Archer wakes a responsive chord in the hearts of anyone who ever was (or had) a female child.

Now Corliss is back in the movies in a new film "A Kiss for Corliss." This is not a sequel to "Kiss and Tell"; rather it is a projection of continuing events in the hectic life of this ingenious and resourceful young person. And, just as in 1945 Shirley Temple was the only possible choice for the role of Corliss, so now, in 1949, Shirley (who, like Corliss, never seems to grow old) once more plays the lead in "A Kiss for Corliss"—and plays it with the same charm and skill that has endeared the name of Shirley Temple around the world.

"A KISS FOR CORLISS" advertisements will reach millions to tell them the good news of Corliss Archer's return to the screen. California preview audiences prove Temple and Niven a strong star team with the fans.

SHIRLEY GOES SOFT when she meets suave, thrice-wed millionaire Marquis (David Niven).



"I'LL KILL HIM". Papa Archer points accusing finger at Dexter who kept Shirley out until 5 a.m.



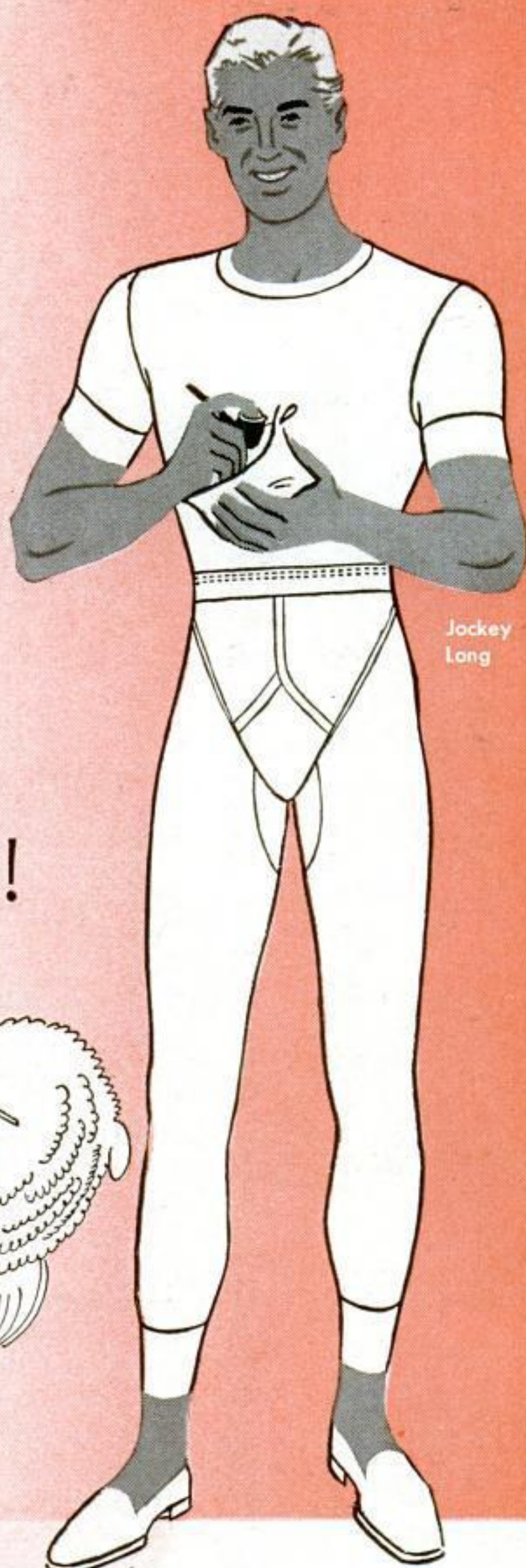
PRODUCER COLIN MILLER, F. Hugh Herbert, Shirley (Corliss) Temple and Director Wallace.



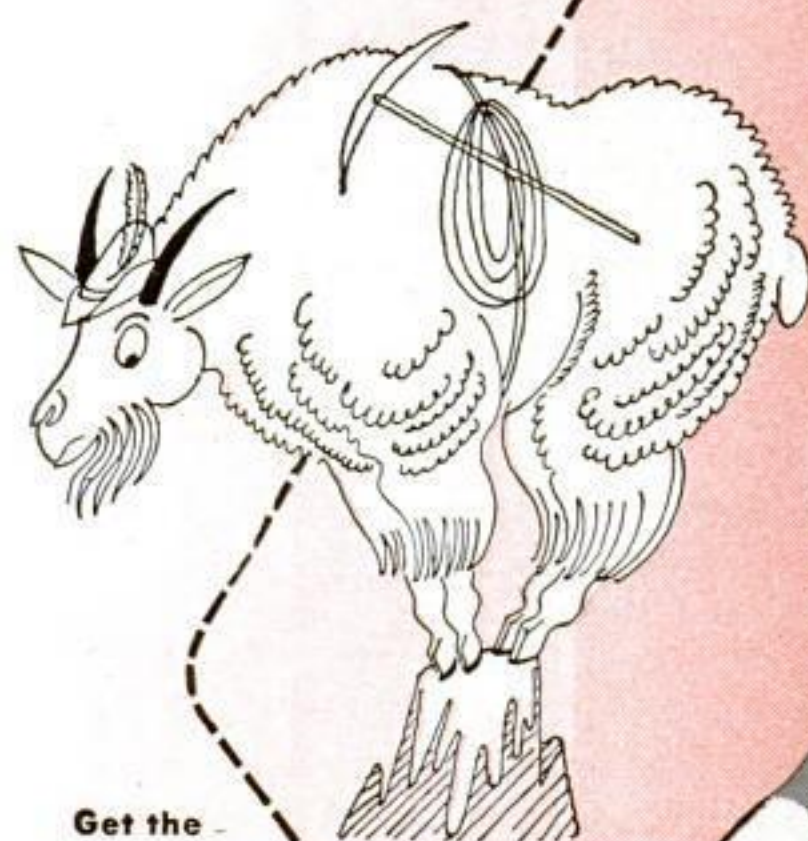
More men want

Jockey*

Longs for trim,
all-over warmth!



Jockey Long



Get the
Complete
Jockey
Underwardrobe



Jockey Short
for active
sport



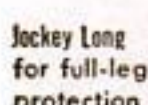
Jockey Midway
for every-
day wear



Jockey Bellin
for dress-
up wear



Jockey Over-Knee
protects ten-
der skin,
trouser press



Jockey Long
for full-leg
protection

• For full-leg protection and trim, snug warmth even on the coldest days, athletes and outdoorsmen everywhere demand Jockey Longs. Jockey's famous features—no-gap opening, protective cradled pouch, smooth no-bulge seams, long-life elastic waistband of natural rubber—assure you he-man comfort with Jockey Longs. Look for the "Y-Front" on the garment—it's your assurance that you're getting the famous Coopers product.

See your Jockey dealer. He has the "Hip-Tape," special measuring method copyrighted by Coopers. It assures you perfect fit all over—waist, hips and crotch. Then, get Jockey and get really comfortable! Buy Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes

Be modern... wear knit support underwear... insist on the Jockey* label



*REG. U. S. PAT. OFF.
licensees: Canada, Moodies, British Isles, Lyle & Scott; Australia, Speedo; New Zealand, Lane-Walker-Rudkin; Switzerland, Vollmoeller, Colombia, Ego, Italy, Sacit; France, Verdier

LIFE'S REPORTS CONTINUED

mos tocar as businas" ("Let's all blow our horns"). The playful symphony that followed made Times Square on New Year's Eve seem pastoral. Near the Gloria Hotel an old open black hearse, decorated with the traditional gold lead, waited with patience. Brazilian law requires interment within 24 hours of death, and a driver quipped, "They'll never make it."

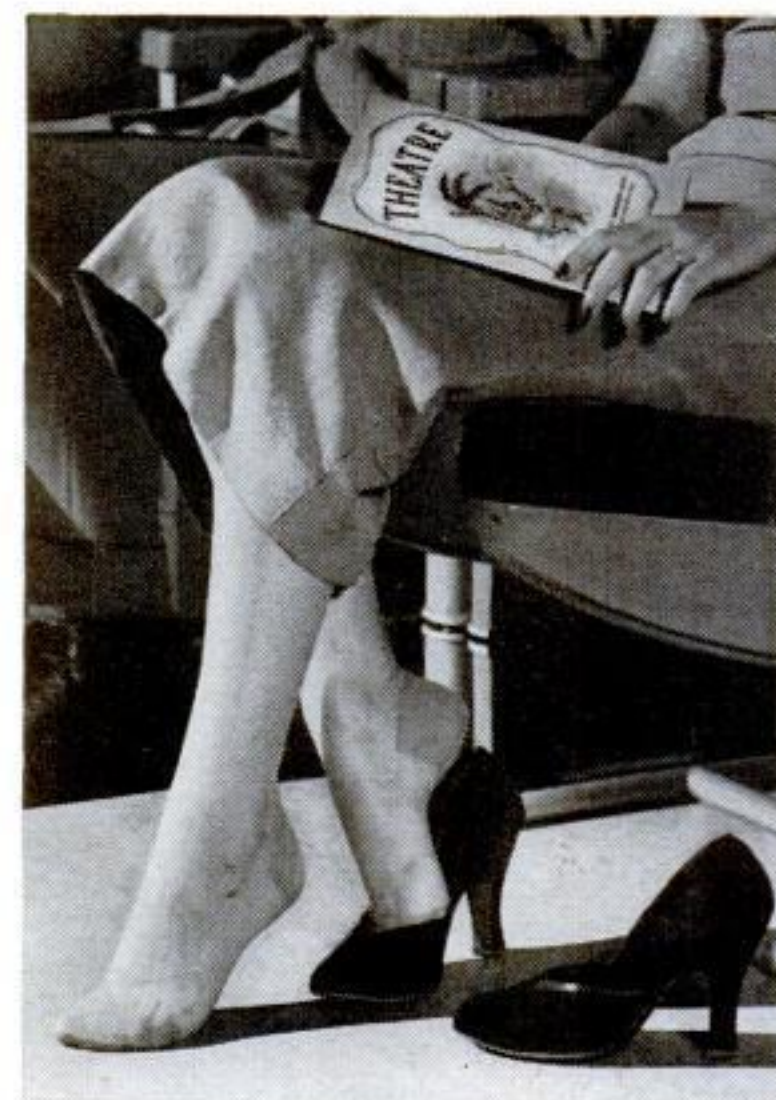
To understand how a collision could paralyze Rio traffic, it is necessary to know something of the physical layout of the city. Rio is built around the entrance to Guanabara Bay. The city's growth to the east is limited by the Atlantic Ocean, to the west by towering hills. (Two of them—Sugar Loaf and Corcovado—are famous.) There is just room in this long, narrow area between the sea and the hills for one main highway between the business district and the residential suburbs at either end. Ninety percent of all the vehicles that ply between those areas must vie for space on the boulevard called Praia de Botafogo. This boulevard channels into the Praia do Flamengo, which in turn leads into the main streets of downtown Rio. Paralleling the Praia do Flamengo is an alternate route—one stretch of it called the Rua do Cattete—which cars occasionally take into the city; but on the morning of the Big Jam this was blocked by the trolley-track accident. That left nothing open but Flamengo and a little cobblestoned street which parallels the other two.

But one of Flamengo's lanes was under repairs for some distance. So outbound traffic was routed onto the cobblestone street. The open portion of Flamengo was reserved for inbound traffic.

Brazilians, however, are seldom amenable to regimentation. So the outbound motorists began sneaking out of the cobblestoned street onto Flamengo. And at the other end of Flamengo the inbound motorists, stymied by the outbound, usurped the cobblestoned street reserved—in theory—for the outbound. The net result: inbound cars, 11 lanes abreast, ran into a solid surge of outbound traffic.

In view of this monstrous six-hour muddle, two questions arise: Where were Rio's green-and-tan-clad traffic cops? Why hadn't officialdom removed the remnants of the trolley-truck wreck and thus opened up the alternate route to town?

As far as the eye could see in this mass mosaic of automobiles, there were only two traffic cops. In true Latin style, they had ac-



DO YOUR

Toes have woes?

—get quick relief with
BAND-AID* Foot Products

Why have your evening at the theater or the movies ruined by an angry corn, bunion or other sore spot. Relieve the shoe pressure instantly with the BAND-AID brand of adhesive Foot Products. As efficient as the famous BAND-AID brand of Adhesive bandages you've used so many times.

REMEMBER: Only Johnson & Johnson makes products bearing the famous BAND-AID trade mark. So buy BAND-AID Foot Products—the brand you can count on.

NOW you can get the BAND-AID brand of Corn Pads, Bunions Pads, or Moleskin Adhesive that you cut to fit over the painful spot.



BAND-AID
Foot Products

*BAND-AID means made by

Johnson & Johnson

CONTINUED ON PAGE 27

No Cake Disappears like **Duff's**



Devil's Food

.. so irresistible it never sees a second day!

DEVIL'S FOOD with the rich, chocolaty perfection of Duff's puts any appetite in a "second helping" mood.

IT'S JUST NATURALLY FINER because Duff's has a double advantage—specially

selected quality ingredients, and the skill gained in nearly 20 years' experience.

NO OTHER MIX makes Devil's Food like Duff's. Buy a box today and see why, "It's just *naturally* better."

QUICK—Only 5½ minutes from box to oven
ECONOMICAL—Costs ¼ less than home recipes



SPICE CAKE that's in a class by itself! Pure, imported spices—plus plenty of eggs and milk are *already in* Duff's fine Spice Cake Mix. All you do is add water and bake.



WHITE CAKE that wins praises every time! Duff's White Cake Mix does all the work—blending milk, eggs, creamy shortening—you just add water and bake two high, fluffy layers!



No "hidden" extra costs
Eggs and milk—everything's in!

Fine custom-milled cake flour, creamy shortening, rich, chocolaty cocoa ...
Duff's is the complete mix.

JUST ADD WATER
—that's all!

**This Beautiful Silver
CAKE SERVER**

Yours for only 50¢

and one box top from any of the Duff's cake mixes—Devil's Food, White or Spice.

Heavy silver plate in the stunning "Waverly" pattern, 9½" long. Made and guaranteed by The American Silver Co.

**WORTH
\$2.25**

DUFF'S MIXES, Wallingford, Conn.

Please send me of the lovely "Waverly" design cake servers. I enclose 50¢ (in coin) and one box top from a Duff's Cake Mix for each server.

NAME

STREET

CITY

ZONE

STATE

Offer expires Dec. 31, 1949. Good in U.S.A. only.



MORE WOMEN BAKE WITH DUFF'S THAN WITH ANY OTHER BRAND OF MIXES

HOT ROLL MIX · DEVIL'S FOOD MIX · SPICE CAKE MIX · WHITE CAKE MIX · GINGERBREAD MIX · HOT MUFFIN MIX · WAFFLE MIX PRODUCTS OF AMERICAN HOME FOODS



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RELEASING the HUMAN MIND

**IBM products using
electronic principles:**

Card-programmed Calculator
Calculating Punch
Statistical Machine
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Electronic Self-regulation.

IBM's pioneering research and development in the application of the science of electronics to computing machines have added greatly to the reach and scope of man's creative activity.

Through the use of electron tubes such as the one shown above, IBM has produced machines which are hundreds of times faster than calculators based on mechanical principles. Accurate answers to scientific and business problems involving the most complicated mathematics are being obtained in minutes instead of hours, days instead of months.

Through IBM Electronic Machines, the human mind is finding new release from mathematical drudgery.



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INTERNATIONAL BUSINESS MACHINES CORPORATION

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GOOD..



any old time!



the cracker with that swell cheese flavor



America's largest selling cheese cracker!
Sunshine Biscuits, Inc.

Cuff Links and Tie Holder



Various designs singly or in sets \$5 to \$15

FINELY MADE, CONVENIENT SMARTLY DESIGNED

Krementz Jewelry has enduring richness because it is made with an overlay of hard rolled 14 Karat gold.

Krementz
FINE QUALITY JEWELRY since 1866

FOR LADIES: Flexible and Bangle Bracelets Necklaces • Brooches
FOR MEN: Evening Jewelry • Cuff Links Tie Holders • Belt Buckles
Wherever fine jewelry is sold

LIFE'S REPORTS CONTINUED

cepted the inevitable and were doing nothing about it.

The wrecked truck was not removed—because of a law. This law requires that all wrecks be examined by a crew of experts before they can be removed. On this particular day it took the experts two hours to arrive at the scene of the wreck. It then took them two and a half hours to make their routine examination of the accident. Rio officialdom had an excuse ready to explain why the experts had not arrived sooner: "They are busy people. They also have to examine safe-cracking jobs."

The wisdom of this law of the experts is on a par with Brazil's "hit and run" law, which makes it essential for a motorist to flee the scene after he has struck a pedestrian or damaged a vehicle. (Some jitney drivers have this law so firmly impressed on them that they leap out of their cars and run like mad before the dust of an accident has had time to settle.) The motorist has to make off because if he is caught at the scene he will be clapped in jail and held there incommunicado. If he is not caught at the scene within 24 hours, as the law requires, the chances are that he will go free. This remarkable legislation can be blamed on an old law which read that a man could banish a rival by simply swearing that he saw him commit murder. No other "proof" was necessary. In reforming this condition, Brazilians went too far the other way. Now, under the present law, they have to catch the offender in the act, be it murder or bowling over a pedestrian, before they can arrest him.

But the physical layout of Rio, its ineffectual police, its Alice-in-Wonderland traffic laws—and even the little accident that started this *grande congestionamento do trafego* (as the disgusted morning paper called it)—don't completely explain the thing. What really happened was that finally, and supremely, Brazil's bad-mannered drivers and the automobile age had a fundamental collision.



SOME STREETS in Rio are too narrow for anything except foot traffic.

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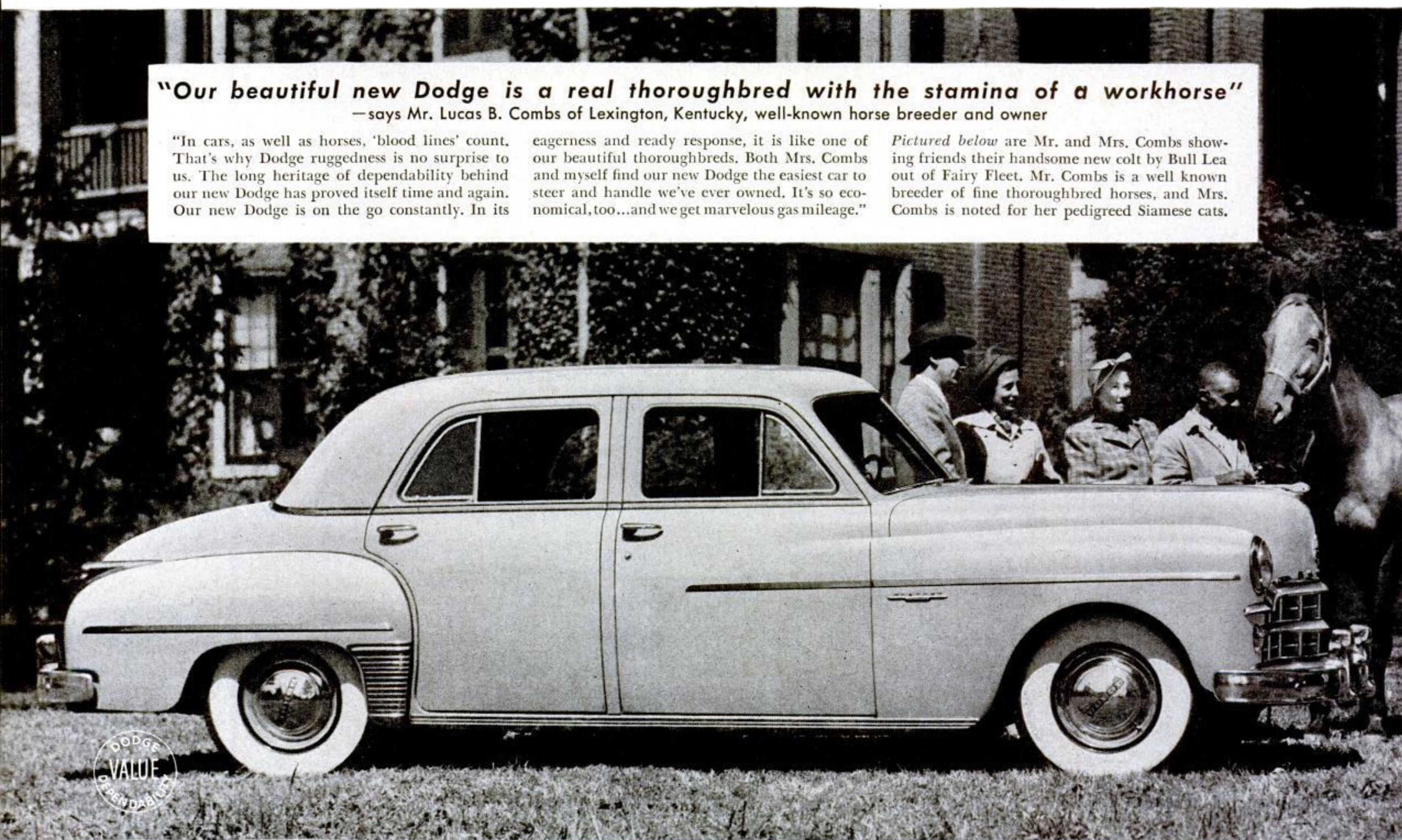
BIG...RUGGED... YOU JUST CAN'T

"Our beautiful new Dodge is a real thoroughbred with the stamina of a workhorse"
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You could pay a thousand dollars more
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and famous dependability of this beautiful big Dodge

No wonder owners say Dodge is without doubt today's BIGGEST DOLLAR VALUE!

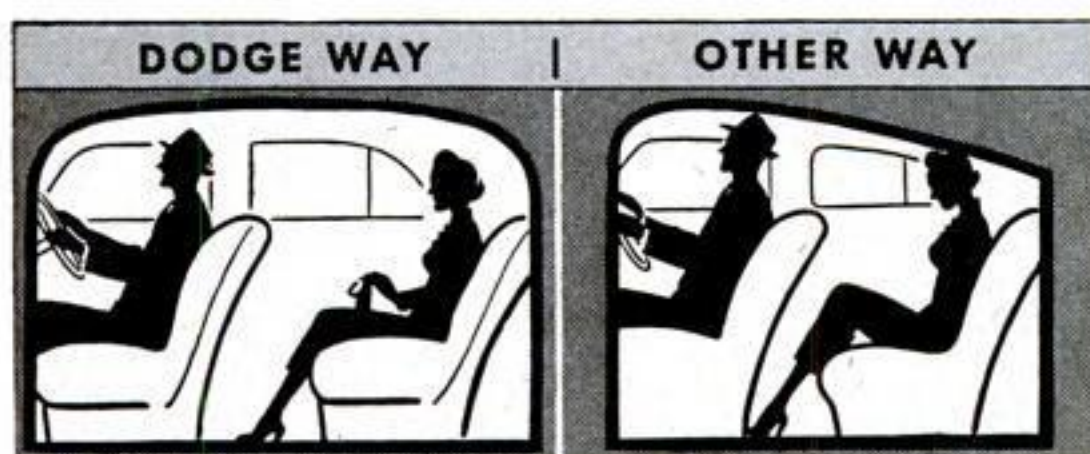
You pay so *little extra* and get so *much more*, compared with smaller cars. Model for model, Dodge costs but a little above the lowest-priced cars. And compared with cars costing up to a thousand dollars more, Dodge gives you advantages that can't be matched.

Dodge is HIGHER, WIDER, LONGER on the *inside* so you can ride in comfort—with the leg room, head room, and elbow room that leaves you fresh and relaxed, even after a long day's trip. Yet the big new

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SOME PEOPLE who are hard of hearing hesitate to wear a hearing aid because they don't want to be conspicuous. There's good news for those people in the story of a career girl whose Sonotone gives her wonderful, *natural* hearing, *without* giving away her secret!

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tures in a *free* booklet that is yours for the asking. Famous photographer George Karger who takes many pictures for Life, took the pictures that illustrate this girl's story—showing how *normal* a life she leads with her Sonotone. Nobody knows she's deaf!

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So if you or any of your friends or family have a hearing problem, send for this free booklet today. Your free copy of "Nobody Knows I'm Deaf" will be sent promptly, in a plain wrapper. Why not tear out the coupon right now, while you're thinking of it?

There are 350 Sonotone offices in the U.S.
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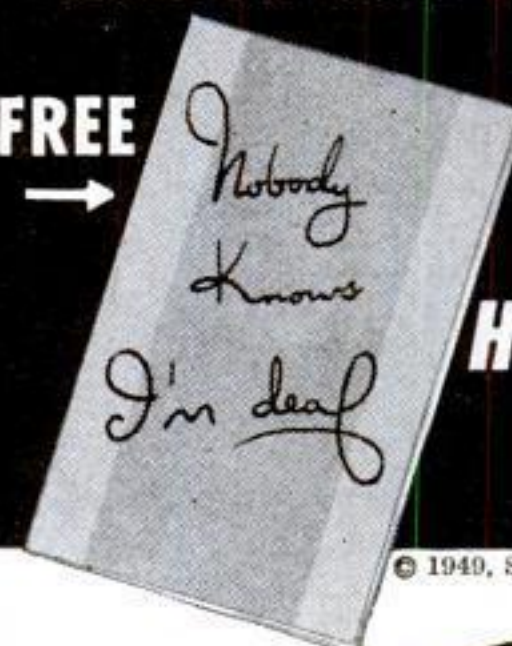


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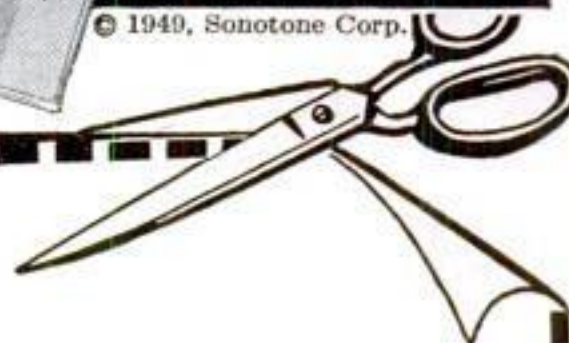
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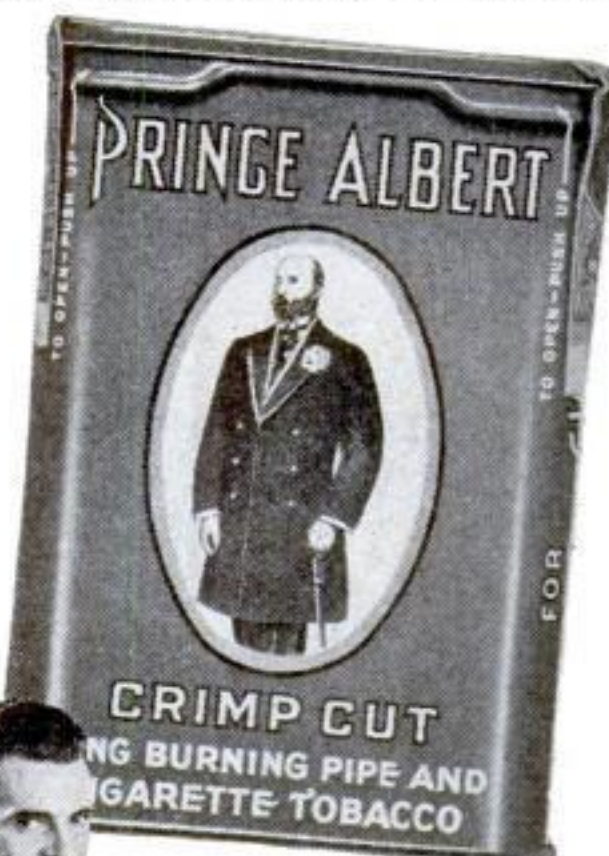
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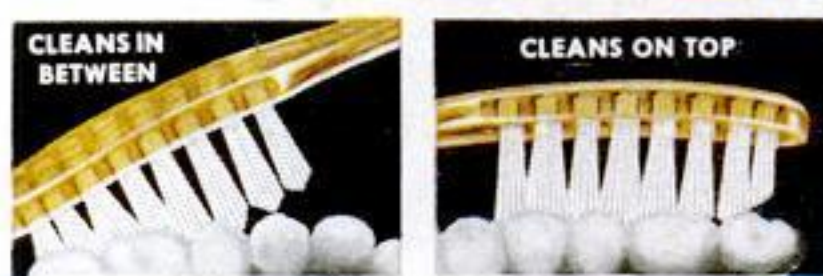
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LIFE'S COVER

Bilingual Model Lillian Marcuson is another of Sweden's gifts to LIFE's cover editor although, unlike her predecessors within one year (Ingrid Bergman, Viveca Lindfors, Marta Toren, Haide Göransson), she is one generation removed from Stockholm. The pearls on her hat (Lily Daché, \$55.50) and 11 strands around her throat total 1,782, and are this season's most dramatic illustration of the fashion for wearing pearls by the yard (p. 133). Like diamonds, pearls are a traditional wedding gift for brides, and 20-year-old Miss Marcuson will marry a Trinity College (Conn.) senior on Nov. 22.

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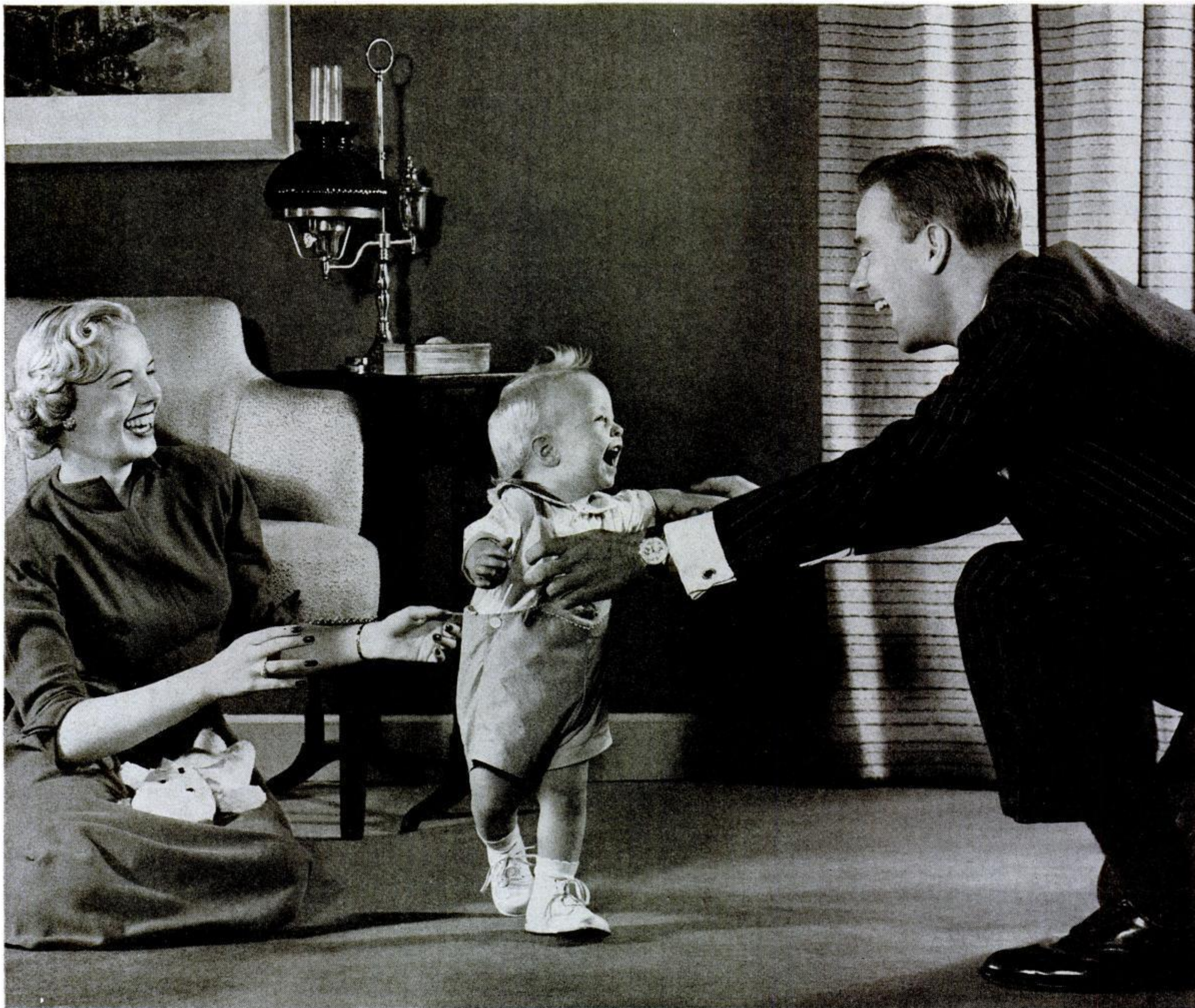
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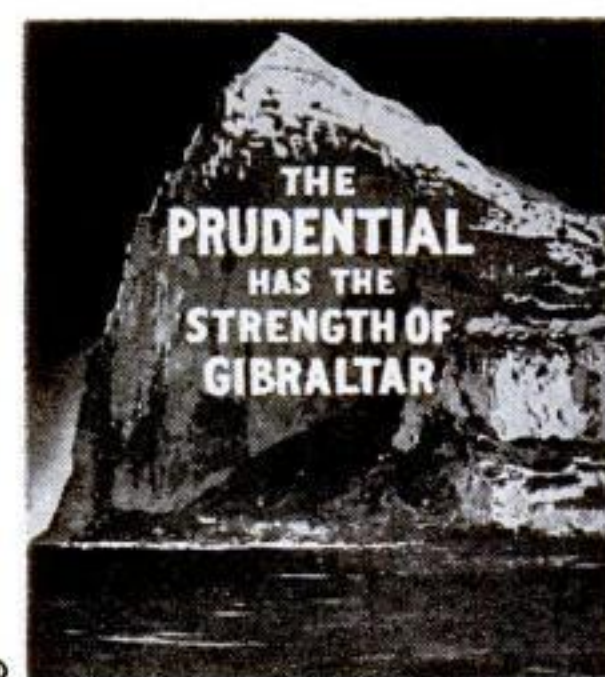
This is where the Prudential can be of real help. The Prudential has been working with parents for many years, planning with them to make sure that their children will have both security and the opportunity to "go far."

Telephone your Prudential representative and ask him to show you the Dollar Guide. With it you can easily figure out for yourself whether there will be enough money to take care of his needs after you're gone. When you've done this, your Prudential representative can show you how to make certain that your whole family's future will be what you want it to be.

★

Enjoy the Prudential Family Hour of Stars—Sunday afternoons, CBS. And the Jack Berch Show—Every morning, Mondays through Fridays, NBC.

THE FUTURE BELONGS TO THOSE WHO PREPARE FOR IT



THE PRUDENTIAL

INSURANCE COMPANY OF AMERICA

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WORKERS PARADE THROUGH BETHLEHEM'S THIRD STREET TO CELEBRATE FIRST BIG STEEL STRIKE SETTLEMENT. PACT GIVES 25-YEAR MEN \$100 PENSIONS AT 65

PEACE COMES TO BETHLEHEM, PA.

All during the afternoon of Oct. 31 the steel-struck town of Bethlehem, Pa. felt something was up. Telephone operators were putting through hurried calls from local strike headquarters to Phil Murray's hotel suite in Cleveland; bartenders noticed that the boys were having straight shots instead of nickel beers. At 7:30 in the evening pickets at the main gate of the Bethlehem Steel plant broke into a snake dance. Then, as the plant's whistle, a trophy salvaged from the liner *Normandie*, shrieked three times, they piled their picket signs up and started a bonfire. Then they climbed into cars and paraded down Third Street. It looked like Armistice high jinks after a long, wearying war. And it was. For 80,000 men in the Bethlehem corporation's 11 plants, the great steel strike was over.

It was the start of labor's biggest week since the 1937 sitdowns. Burr-voiced Phil Murray had timed the peace announcement well. The C.I.O.'s convention in Cleveland, where he was ready to crack down on 12 left-wing unions, was getting under way, and the Bethlehem pact set a pattern for other pro-

ducers (420,000 steelworkers were still on strike). It also improved on recommendations of a fact-finding board. Instead of 10¢ an hour for pensions and insurance, Bethlehem (which already had a pension plan) agreed to pay 11¢, although Murray agreed to a 1½¢ employe contribution for insurance.

Next day, his prestige enormously enhanced, Murray went to work on the C.I.O.'s Communists. By a 10 to 1 vote delegates gave him what he wanted—a constitutional amendment barring Reds from the C.I.O. executive board.

Then he made an example of the flagrantly party-line United Electrical Workers and Farm Equipment Workers by booting them out of C.I.O. This accomplished, he could smash the leadership of the other 10 unions any time he felt like it. His showdown with the Reds, coupled with the Bethlehem contract, put around the 63-year-old Murray's head a halo of labor statesmanship. That would do no harm as the C.I.O. fought to bring the 800,000 members of the 12 rebel unions under a less obnoxious leadership. For Murray it was a famous victory, and for C.I.O. the most important step in its 14-year history.



SMOKE RISES AGAIN in Lehigh Valley from Bethlehem's plant, which dominates lives of city's 70,000 people. In foreground is Lehigh University.

SCIENCE CHANGES THE SHAPE OF WAR: [SEE ARTICLE BY VANNEVAR BUSH, PAGE 112](#)



REPORTERS SCRAMBLE for news of the Bethlehem settlement on Oct. 31. Dave McDonald (*center*), a Murray lieutenant, distributes handouts while Murray (*seated*)

waits for excitement to pass. Pact was engineered by Murray and Joe Larkin, Bethlehem labor relations chief, who met over a period of 10 days without consulting U.S. mediators.

BETHLEHEM PEACE IS ONLY A PRELUDE TO FACTIONAL WAR WITHIN THE C.I.O.

The first big moment of last week's C.I.O. convention in Cleveland was the announcement of the Bethlehem pact (*above*). The last came when delegates celebrated the re-election of President Murray and his slate of anti-Communist officers with showers of confetti (*opposite*). There was an unusual amount of splenetic oratory (*p. 38*) and conspiratorial whispering. At one time union negotiators came from meetings with Republic Steel to confer with Murray on the



NEW LOCAL IS CHARTED in the convention hall corridor as a Chicago delegation, seeking to join C.I.O.'s newly formed anti-Communist Electrical Workers, meets with

Organization Director Allan Haywood (*third from left*), his assistant, R. J. Thomas (*left center, facing camera*) and Jim Carey (at Thomas' left), the C.I.O. secretary-treasurer.



NEGOTIATORS CONFER with Murray (*right foreground*) on convention stage about Republic Steel settlement. Man at left was hurt by unidentified thugs four weeks ago.

speakers' platform; one new union local was planned in a nearby corridor. While settling its factional problems, the C.I.O. presented an ambiguity of nomenclature to 250 reporters who gave the convention de luxe coverage. Their use of the word "right wing" to describe anti-Communists was misleading; the new-style C.I.O. leaders are "right" only in relation to Communism. In relation to the U.S. political scene as a whole, they are still left of center—and proud of it.



POLITICAL SPEAKER Murray Lincoln (*left*), whose address sounded like campaign speech, talks to P.A.C.'s Kroll (*right*), U.A.W.'s Reuther. Lincoln may oppose Ohio's Taft.



DELEGATES CELEBRATE with paper dropped from ceiling as N.M.U.'s anti-Communist Joe Curran is renamed C.I.O. vice president. Biggest ovation was given Murray.

THE ADMINISTRATIVE WING RIPS INTO THE LEFT



PHIL MURRAY: "I have witnessed the diabolical plots against democratic trade unions . . . by several of these left-wing leaders. . . . They are chattels of Sovietism, they are agents of Moscow. . . . What they want is a shambles, a pretense. . . . They dare not stand on their dirty feet and give any opposition to anything the Soviets are doing."



JOE CURRAN, N.M.U. president, accused the left of the "lousiest, dirtiest, filthiest slandering" and lit into Harry Bridges. Bridges' arguments, he said, sounded like Vishinsky's—"the only difference is that Vishinsky has better command of the English language. . . . We want [Bridges] to keep his goddamned nose out of our union."



WALTER REUTHER, U.A.W. president: "They are not left-wingers. They are the . . . corrupted left, they are the morally degenerated left. . . . They have scabbed against us on the picket line, they have scabbed against us at the ballot box. . . . You cannot work with people who are . . . devoid of elemental decency and integrity."

... AND LEFT-WING LEADERS TALK BACK



HARRY BRIDGES, I.L.W.U. president: "There are four pages . . . in hysterical language setting forth reasons why the union (U.E.) is so-called Communist-dominated. . . . I don't find a single charge that the union has not done a job for its members. . . . The I.L.W.U. has no plans to leave. . . . You're going to have to throw us out."



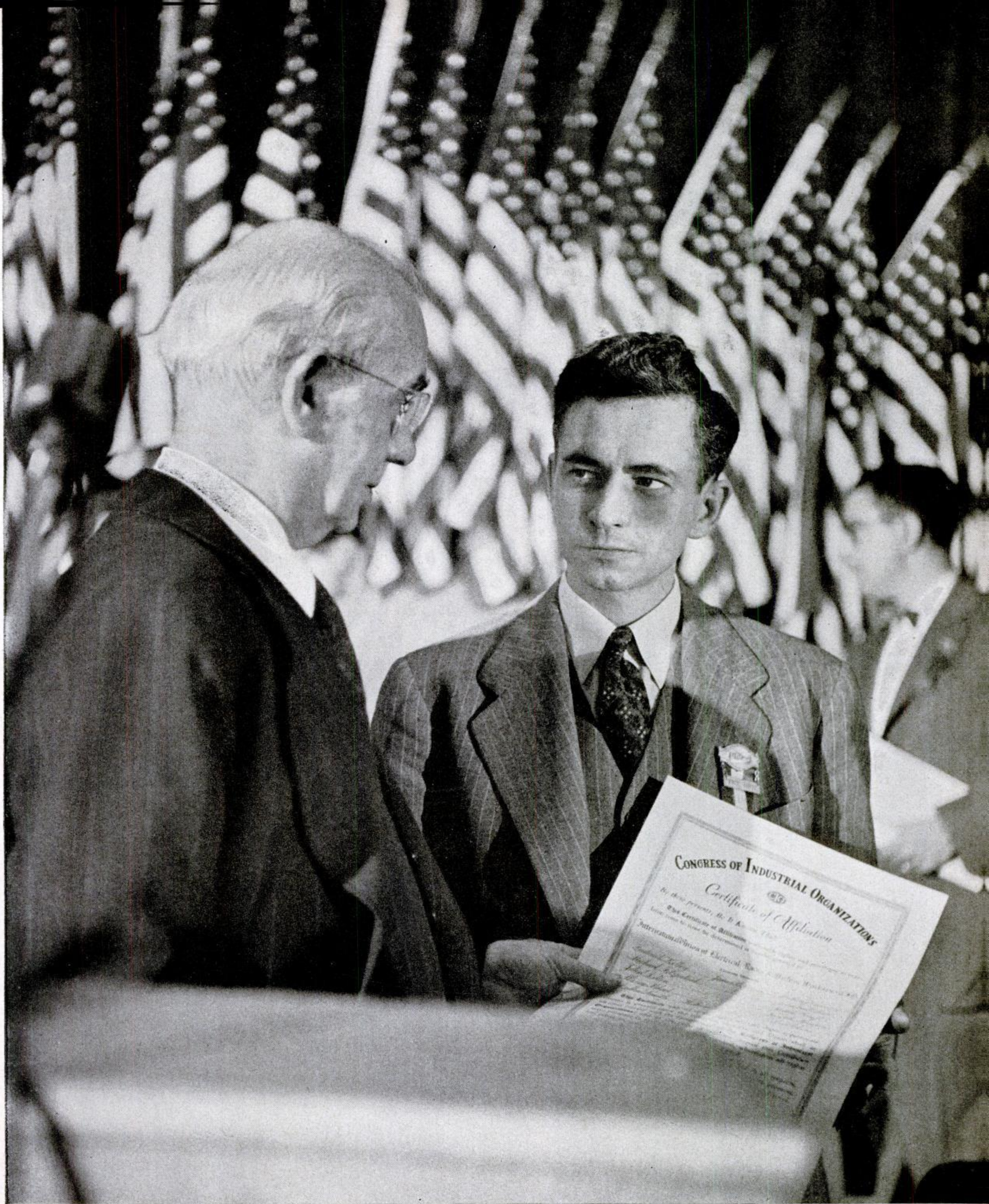
JOE SELLY, American Communications Association president: "We must not be diverted from our chosen or appointive tasks to the disruptive task of witch-hunting. . . . Why have we spent so much time debating . . . a little Taft-Hartley Law for our constitution? . . . we are on the eve of a decision which may spell disaster for the C.I.O."



BEN GOLD, president of the Fur and Leather Workers Union: "When I came into this union, I was not hiding that I was a member of the [Communist] party . . . the doors were opened. . . . I ask that you reject this un-American, antidemocratic, antilabor rule. . . . You cannot deprive the minority of its rights and its expression of opinions."

IN A SEA OF SEATED MEMBERS, THE LEFTISTS STAND UP IN A BLOC TO VOTE "NAY" AS THE C.I.O. MAKES ITS DECISION TO OUST UNITED ELECTRICAL WORKERS





A NEW UNION IS CHARTERED as Phil Murray certifies a right-wing version of the United Electrical Workers to C.I.O. Secretary-Treasurer Jim Carey, less than three hours after the expulsion of the old U.E. (*opposite*). For Carey this was a moment of revenge; he was the old U.E.'s first president, was kicked out of office when party-liners seized control of the union in 1941. He now heads a committee of 12 who will run the

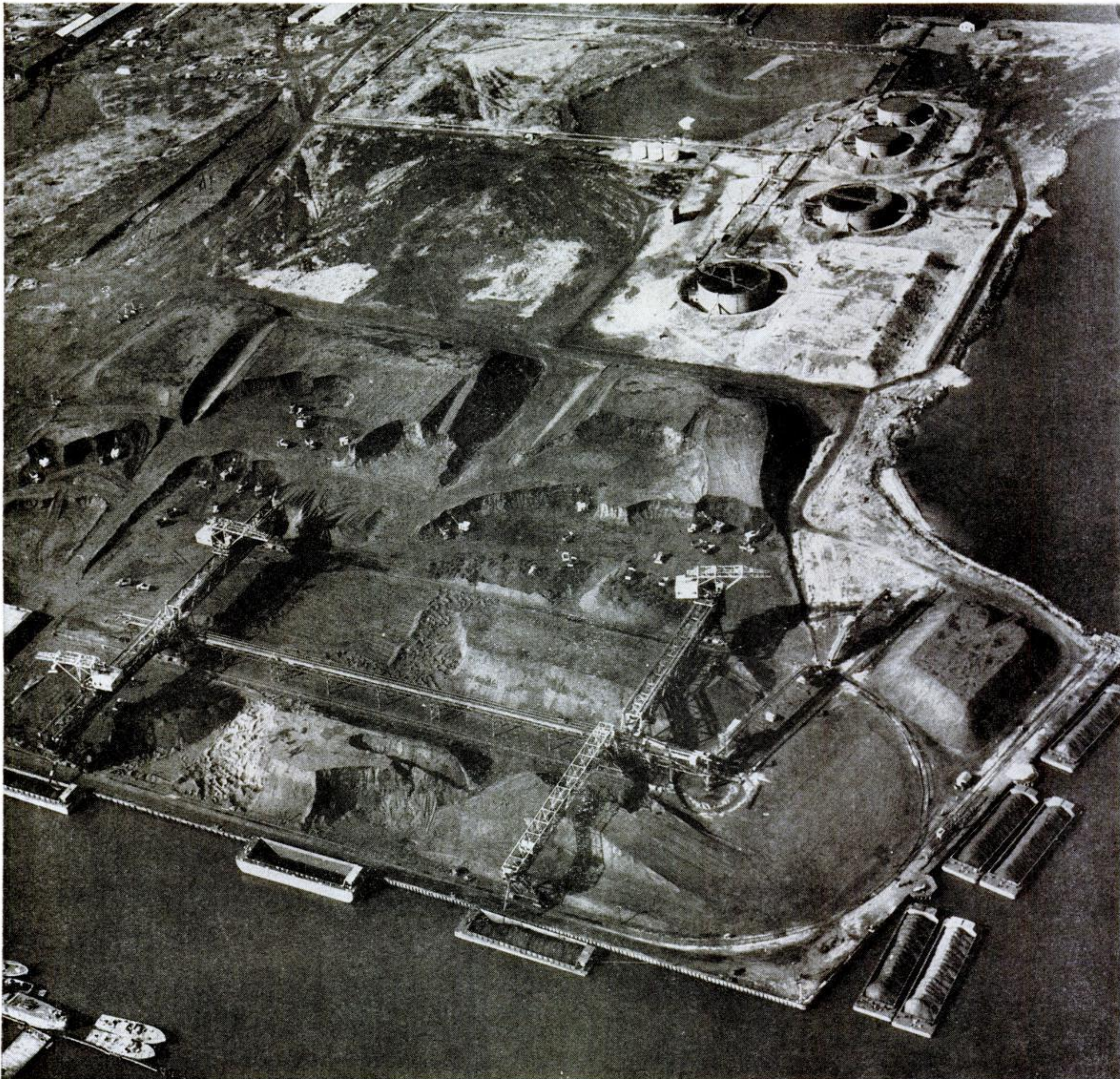
new U.E.'s organizing conference, starting Nov. 28 in Philadelphia, and last week it appeared that he might again become president. The new U.E. hopes to take along at least half of the old left-wing union's 400,000 members, including big locals in Westinghouse and General Electric. But everywhere it faces bitter organizational fights, elections and hearings on plant representation, and court actions over disposition of union treasuries.

BUT IT TAKES COAL TO MAKE STEEL

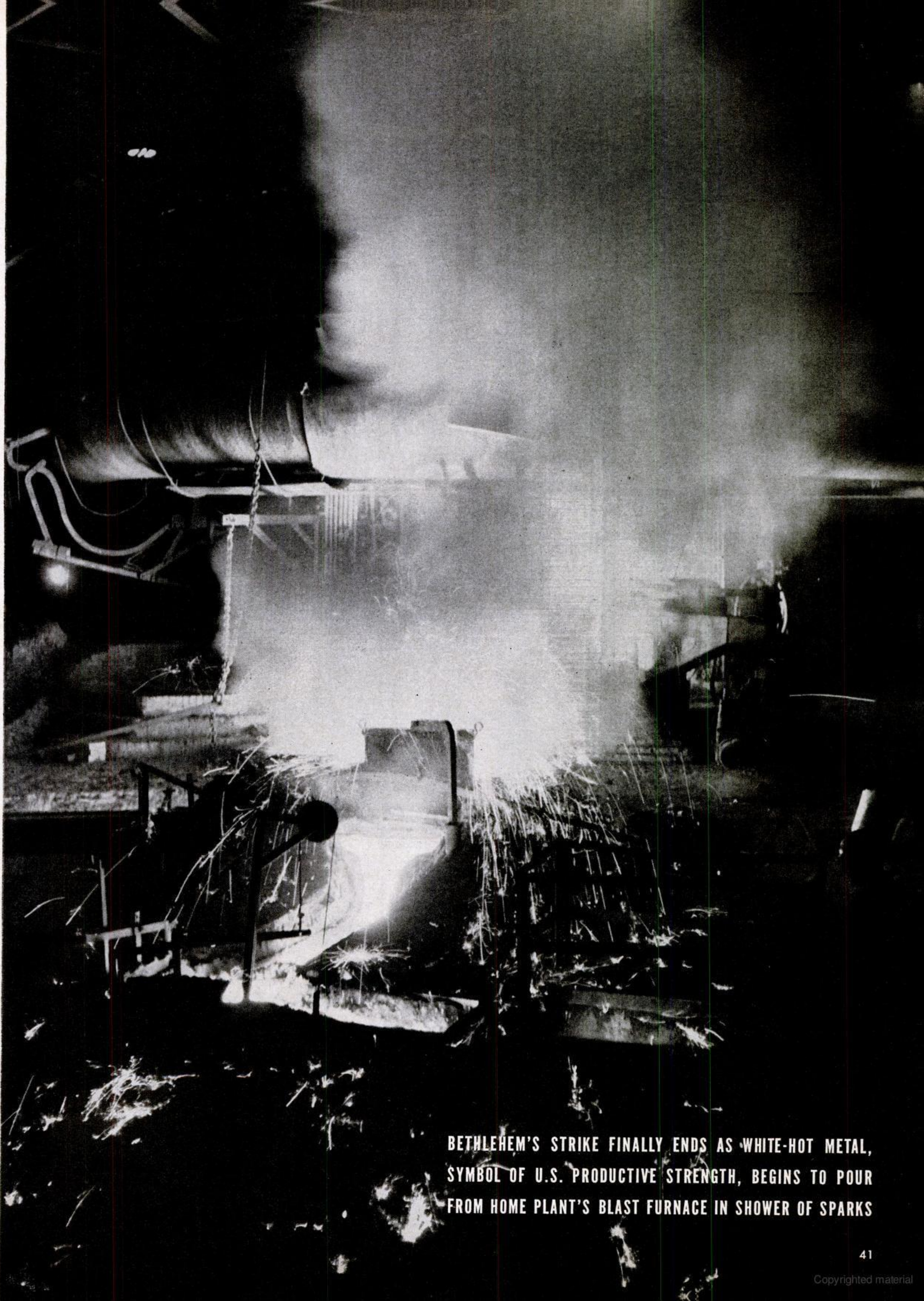
The picture at left shows a \$16 million pile of coal. It belongs to the Consolidated Edison Co. of New York and was stored beside the East River in case of emergency. The picture below shows what has happened to it during the past six weeks. With 380,000 coal miners on strike, Con Edison has depleted its 1.5 million ton reserve by about one third (at the rate of 20,000 tons a day) to generate steam and power for its customers. These pictures dramatize why the U.S. economy last week depended less on Phil Murray than on John L. Lewis. All over the U.S. coal supplies were below the danger point, and even if Murray settled with all steel companies on the Bethlehem formula, full production could hardly be maintained until Lewis sent back his diggers. At week's end Lewis was trying to split the industry by sending out feelers to Midwestern operators. Meanwhile the morale of his miners was diminishing as fast as Consolidated Edison's coal pile. One miner told a reporter, "I'd go back to work tomorrow if I could, but don't you put in the paper who said that. I'd never get work in a mine again."



BEFORE STRIKE CONSOLIDATED EDISON'S COAL RESERVE LOOKED NEAT AND TIDY



THIS IS HOW THE SAME 60-ACRE RESERVE LOOKED LAST WEEK, ITS SYMMETRICAL LINES DESTROYED BY SHOVELS WHICH TAKE OUT 20,000 TON BITES A DAY



BETHLEHEM'S STRIKE FINALLY ENDS AS WHITE-HOT METAL,
SYMBOL OF U.S. PRODUCTIVE STRENGTH, BEGINS TO POUR
FROM HOME PLANT'S BLAST FURNACE IN SHOWER OF SPARKS

WITH THE RISE OF WELFARISM, MAYBE THE UNIONS WILL BE THEMSELVES

BOSCH, BUSH, BING & BING

The unwary reader may be a trifle confused as he proceeds through this issue. On pages 75 through 82 we deal with Hieronymus Bosch, a painter who at the turn of the 15th Century created a wondrous allegory called *The Garden of Delights*. On pages 112 through 130 we print an article by the scientist, Vannevar Bush, who looks into the undelightful world of the atom. This note is just to reassure all hands that Bosch is not Bush, and vice versa. It's a good thing we have nothing in this issue by LIFE Writer Noel Busch. And just suppose we were reporting this week on the arrival of Rudolph Bing, the European impresario who is to run the Metropolitan Opera Company. BING TAKES OVER METROPOLITAN has already appeared in headlines, doubtless causing millions to assume that the one and only Bing Crosby is broadening his activities.

DEDUCT ONE CAPITALIST

One of our colleagues has a friend, a rich Wall Streeter, who is forever announcing that somebody ought to do something about the Communists. Outlaw 'em, jail 'em, get 'em out of Washington, send 'em back to Russia, etc. etc. The other day our colleague called upon this vociferous foe of Communism to put up some money for an anti-Communist candidate in a political race that the Communists are going all out to win. The Wall Streeter hemmed, hawed and finally said, "Well, now, I don't know about that. Could I deduct it from my income taxes?" Our colleague gave up. When the Communists take over Wall Street, we'll know why.

THE WONDERS OF HENRY WALLACE

Seems that a marvelous hybrid chicken, capable of laying eggs in such quantities as to upset all current henyard calculations and to raise hob with federal price-support programs, has been developed by the Wallace family. The family, that is, of Henry Agard Wallace who many years ago revolutionized the corn business with a famous hybrid seed. Here is a fascinating contradiction: Henry Wallace, wallowing in feckless effort to change the social system by political means, works his only revolution with a seed and inspires the start of another via a hy-bred chicken. Moscow ought to make something of this.

There is big news of a big week in Labor. In expelling two of its Communist unions and threatening to kick out the rest, the C.I.O. has done well for itself and for the U.S. In cracking the steel strike and signing up for pensions and insurance, Bethlehem and the steelworkers' union have led the whole of U.S. industry a long way toward the "welfare capitalism" which was discussed and applauded in LIFE of Sept. 26. With the Bethlehem agreement, the Ford pensions and insurance contract which preceded it, and the many others certain to follow throughout basic industry, the shape of U.S. society is changing. What role, what attitudes may be expected of Labor in the new welfare society? Labor will provide the answers—Labor and the society of which it is a part. All we know is what we hope, and in this editorial we propose only to set out and justify some of our hopes.

First of all, we hope that Labor will get a little better acquainted with itself. Enough so, anyhow, to recognize itself in a mirror. Judging by the demeanor of such moderate leaders as Philip Murray, not to mention the extreme leftists, you would often think that U.S. Labor was something apart from and hostile to U.S. capitalism. Leaving aside the formally anticapitalist fringe, U.S. Labor is a capitalist movement operating within a capitalist society. If you hold that welfarism is good for capitalism, it might even be argued that Mr. Murray is the most useful capitalist functioning just now in the U.S. Who knows? Maybe a bust of him will one day be erected in the lobby of Pittsburgh's super-capitalist Duquesne Club. Yet only the other day, at a strike rally in Bethlehem, Pa., Mr. Murray spoke of "atheistic" communism and remarked that it is "no more menacing in its effect than atheistic capitalism." There was a time, not so long ago, when Labor unions had to fight for their very existence and this attitude was inevitable. Today it makes less and less sense, especially as basic industry gears up to guarantee the welfare of all its workers. Bargaining and the attitudes of bargaining between employers and unions will go on. But in a vast area of industry, Labor is now mature enough, safe enough and strong enough to acknowledge its place within capitalism and abandon the attitudes of conventional hostility which still sour the economic air.

Labor might also improve its sense of humor. A current C.I.O. pamphlet depicts in horrific words and cartoons the growth and might of BIG Business—BIG steel, BIG farm-equipment manufacturing, BIG aluminum, even BIG linoleum and BIG breakfast foods. The point of the pamphlet is of course that a few owners and managers arrayed in monolithic might determine the fate of millions of workers, including a scrub lady scrubbing the BIG linoleum in one of the cartoons. We take notice that BIG Steel wasn't big enough to keep Bethlehem from breaking ranks, and that the pioneer pension-insurance contracts recently negotiated have been with BIG Ford, BIG Bethlehem, etc. And what about BIG Labor? The only monolith in the

steel industry today is the United Steelworkers of America. Some of the union's monolithic habits so worried the presidential fact-finding board which set in train the present pension trend that it devoted a section of its report to the subject. What worried the board was the rigid system of industry-wide bargaining which has developed with the big vertical unions in such industries as steel, to the point where "bargaining" for many of the smaller companies has been reduced to a farce. One of the hopeful aspects of the steel situation is that the fixed pattern seems to be breaking up a little. In customary fashion the union has told the bulk of the steel industry that it must grant welfare terms at least as good as those of the Bethlehem contract. But some 50 small companies had already signed on somewhat different terms, and others may be given a chance to show cause why they should not be subjected to the exact conditions of the master agreement. Many of the steel companies now being drawn into welfare programs literally don't know where they are going to get the money to pay the huge costs, and an arbitrary insistence upon universal standards at this stage could wreck their price and profit structures and defeat the union's purposes. So we hope that Labor will recognize the dangers of its own monopolies, and heed the presidential board's advice that vertical bargaining methods in basic industry be re-examined "in the public interest."

Speaking of the public interest, Labor may also be expected to raise its standard of public honor. One may assume that Philip Murray, with his great reputation, sets the highest standard there is. Well, his standard has not been too high in the current tussle. At the crest of his successes it is easily forgotten that the union's contract with U.S. Steel debarred the raising of the pension issue this year, and that because of political pressures within the steel union and C.I.O. Mr. Murray raised it anyhow. His action shook the confidence of steel management in his promises and the effects will be felt for a long while. In swinging the fact-finding board's report at the industry, Mr. Murray grossly overstated some of its findings and ignored those which didn't suit his purposes. Even Harry Truman is said to have been angered by this misuse of the report. "It worked, didn't it?" Sure it did, but when the whole episode is put in its proper perspective the long-term cause and repute of Labor will suffer. Complete mutual confidence between employers and Labor will be essential to the working of a welfare society, and we may reasonably hope that as Labor takes its larger place in that society the occasion for such breaches will vanish.

All in all, the prospects look pretty good. As was pointed out on this page last week the U.S. economy stands to grow enormously within the next 10 years or so. It can take a lot and give a lot. Whether it fulfills its magnificent promise for all Americans depends to some extent upon the attitudes of Labor in the new society. We are betting that Labor comes up to the mark.



A GARGOYLE HIGH UP ON THE NOTRE DAME
IN PARIS LOOKS BEMUSED AS AN ACROBAT
PERFORMS DIZZY HEADSTANDS ON ITS BACK



ON THE BANKS OF THE POTOMAC, NEWSMEN AND RESCUERS WATCH WHILE THE BODY OF ONE OF THE CRASH VICTIMS IS CARRIED ASHORE. TAIL SECTION OF AIRLINER

THESE ARE THE FACES OF THE 55 IN THE AIRLINER WHO WERE KILLED





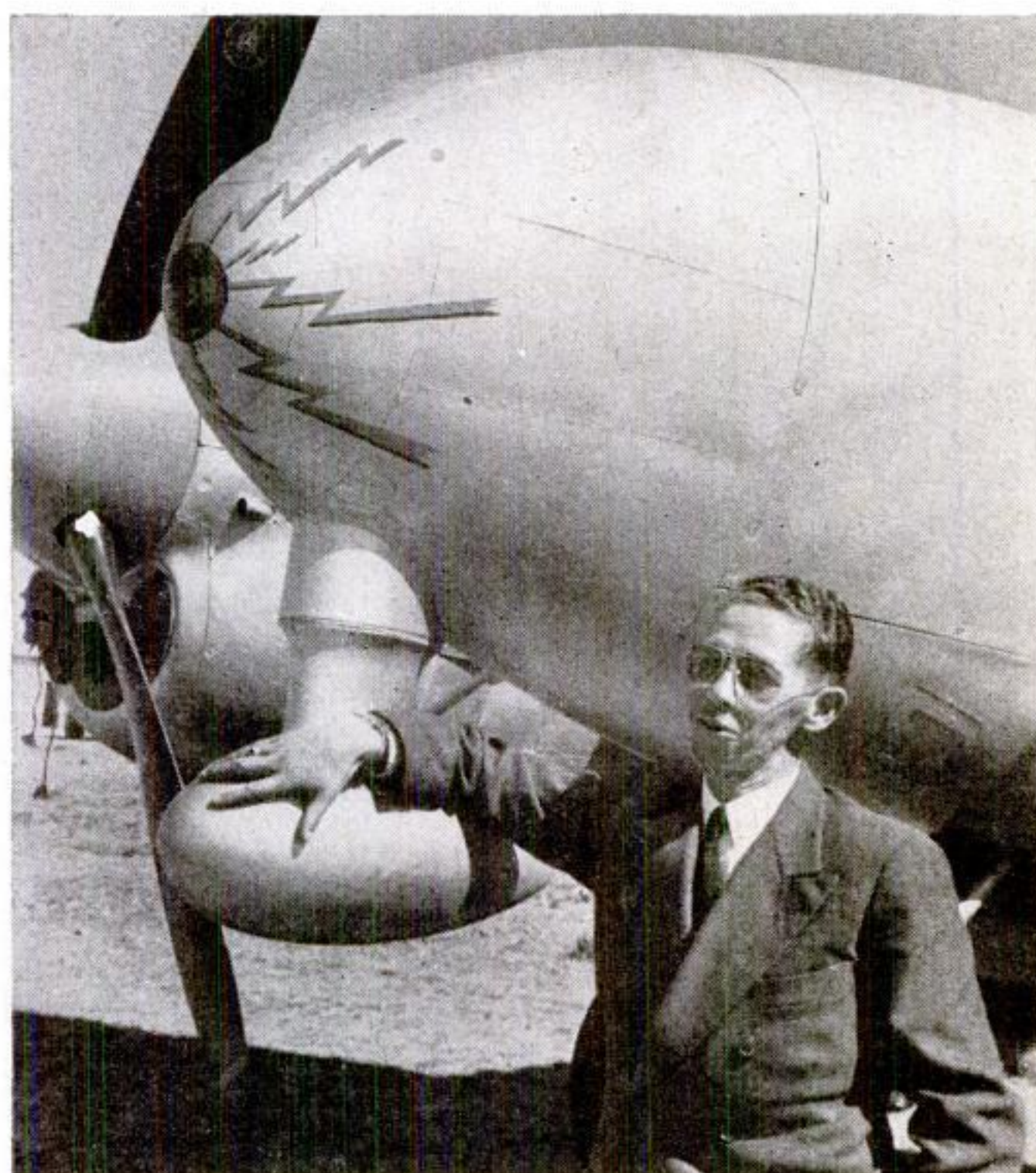
REMAINED ON RIVER BANK, BUT REST PLUNGED INTO WATER AND SANK. LAST BODIES WERE NOT RECOVERED UNTIL AFTER NAVY CRANE HAD RAISED THE WRECK

WORST CRASH IN AVIATION HISTORY

Fifty-five die as Bolivian P-38 pilot rams Eastern airliner landing at Washington

The big Eastern airliner was about 500 feet off the ground, landing under good conditions at Washington on Nov. 1. Suddenly a P-38 fighter zoomed out of nowhere and rammed the airliner; together the planes crashed into the Potomac. All 55 people in the big plane were killed at once. The P-38 pilot, Erick Rios Bridoux, director of civil aeronautics in Bolivia, who was in the U.S. to study airport administration, was dragged half-dead from the water.

It was the worst plane crash in the history of civil aviation. Only Bridoux, a U.S.-licensed pilot, could explain it—and at week's end he was still alive but no one was able to say whether radio or mechanical failure had caused him to ignore the frantic warnings from the control tower. Among the dead were some well-known people—Representative George Bates of Massachusetts, Helen Hokinson, cartoonist famed for her drawings of blandly purposeful suburban women—and some obscure ones—a 1½-year-old baby, two Puerto Rican nurses. Mrs. Lillie Perkins, a grandmother, had chosen this plane in which to make her first and last flight. Michael Kennedy, former Tammany politician, had a seat on a later plane but suddenly decided to take this one. Some of the dead on Flight 537 had raced to make it; some had delayed. Each had his reason. But no one could look at the quiet gallery of 55 faces without wondering, as Thornton Wilder wondered in *The Bridge of San Luis Rey*: "Some say that we shall never know and that to the gods we are like the flies that the boys kill on a summer day, and some say, on the contrary, that the very sparrows do not lose a feather that has not been brushed away by the finger of God."



BOLIVIAN PILOT Erick Rios Bridoux, 28, is a national hero, once rescued 117 marooned women and children during a flood in his country. He broke ribs and vertebrae in crash, went into relapse when he heard of the 55 deaths.



DONOVAN

FAIR

HOKINSON

HORTON

MILLER

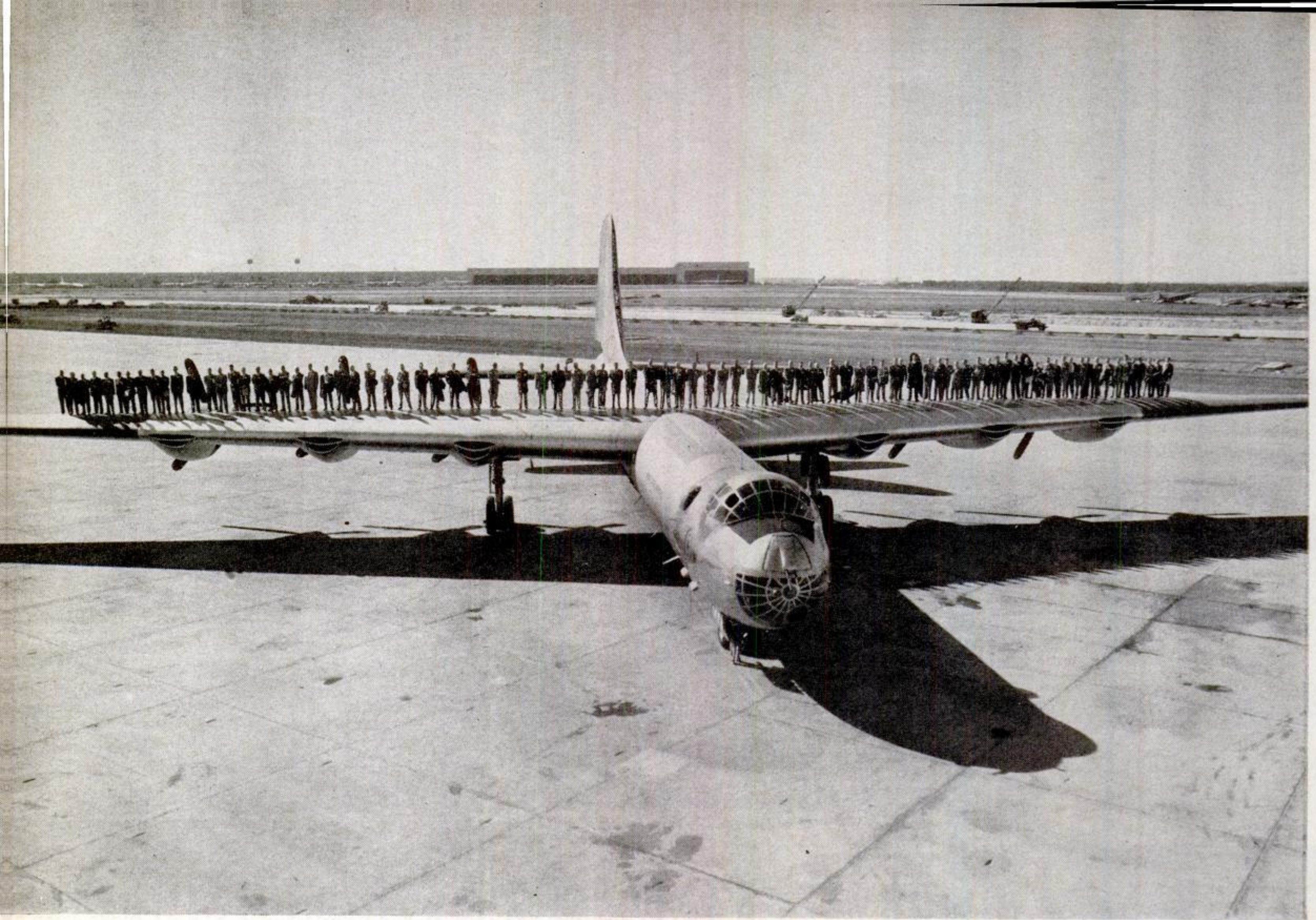
MOSS

SAXE

SHAW

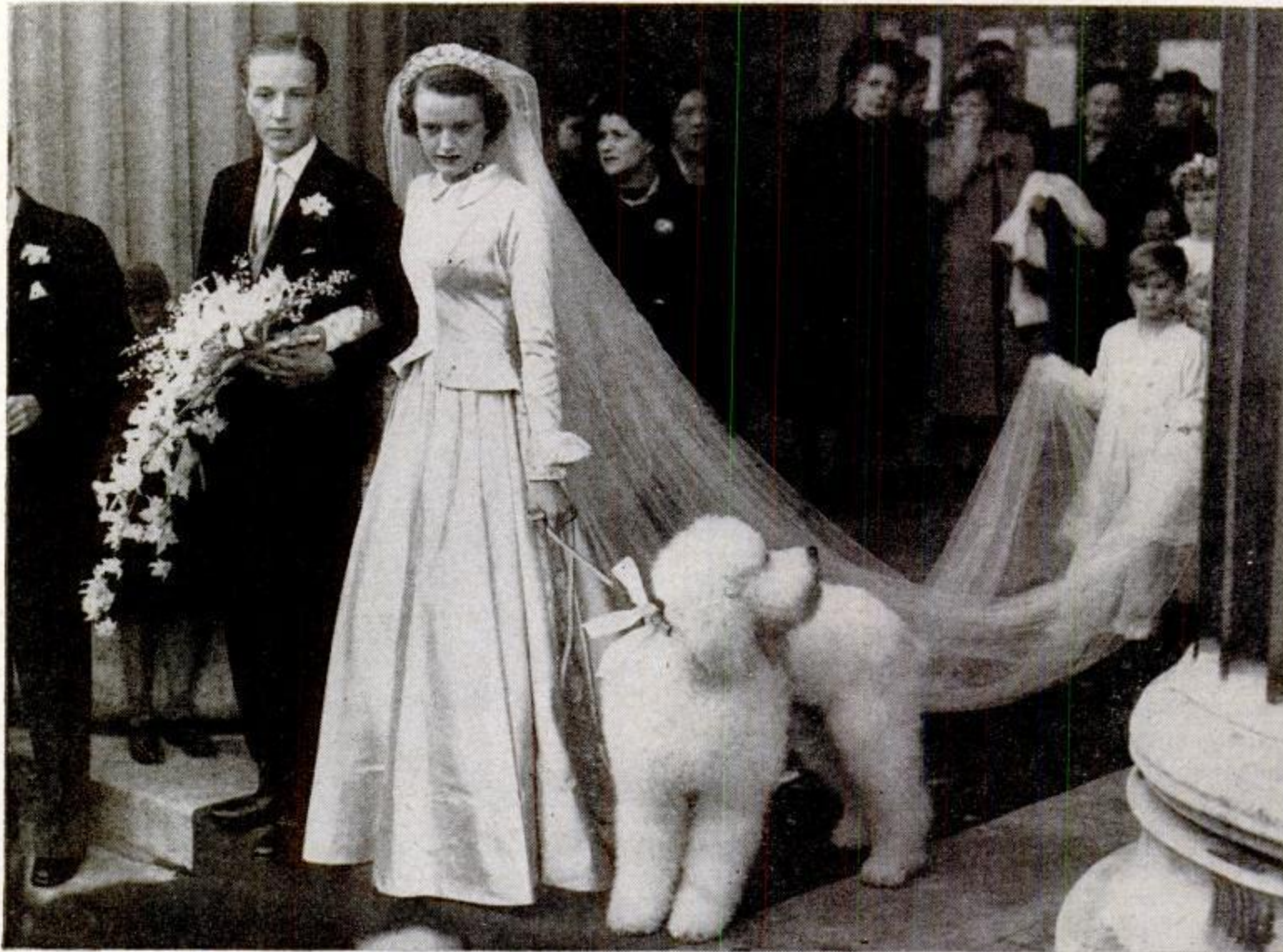
WICKS

WILLIAMSON



HOW BIG IS THE B-36? So big that 39 men can stand on its wing, and the airplane will not even feel their weight. In Fort Worth last week 88 delegates to the Associated Press Managing Editors' Convention, and Major General Roger Ramey, command-

ing Carswell Field, lined up for a picture on the 230-foot wing of one of the Air Force's big and controversial bombers. Engineers at the nearby Consolidated Vultee plant, which the editors also toured, said that was nothing; the wing could hold 2,500 men averaging 200 pounds each if they could find room to stand on it.



... LOVE MY DOG As Dana Moira Angela Joel, the daughter of a British race-horse owner, was married in London to Captain Chandos Brudenell-Bruce,

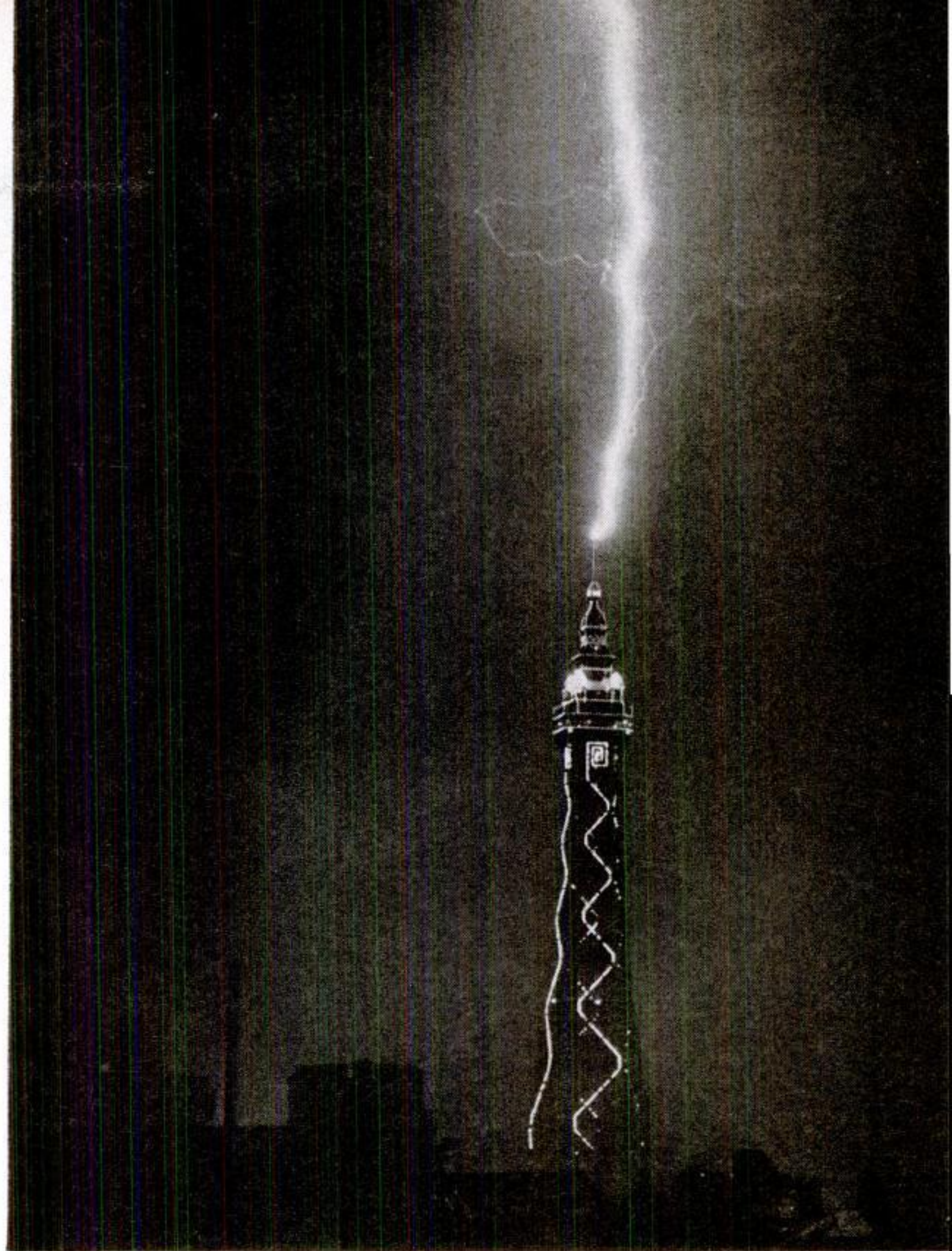
the bride's French poodle Andrew waited patiently outside the church. Then Andrew joined the couple on the steps for the picture above and tagged along on the honeymoon, wagging his tail behind him.



ACCIDENTAL DEATH One night last week Donald M. Roszell, 29, went to a gay Canadian Legion dance in the Ontario mining town of Geraldton. On the



"PATH OF INVESTIGATION" That is Major General Harry Vaughan's title for this nonobjective primitivism, painted for a benefit show. The pumpkin heads belong to congressmen, perhaps those who quizzed the artist in the recent "5%" inquiry.



LIGHTNING IN BLACKPOOL In the British sea resort, Blackpool Tower was all lighted up. A photographer set up a camera in his room as a storm broke, opened the shutter for a time exposure, and 10 seconds later a lightning bolt produced this picture.

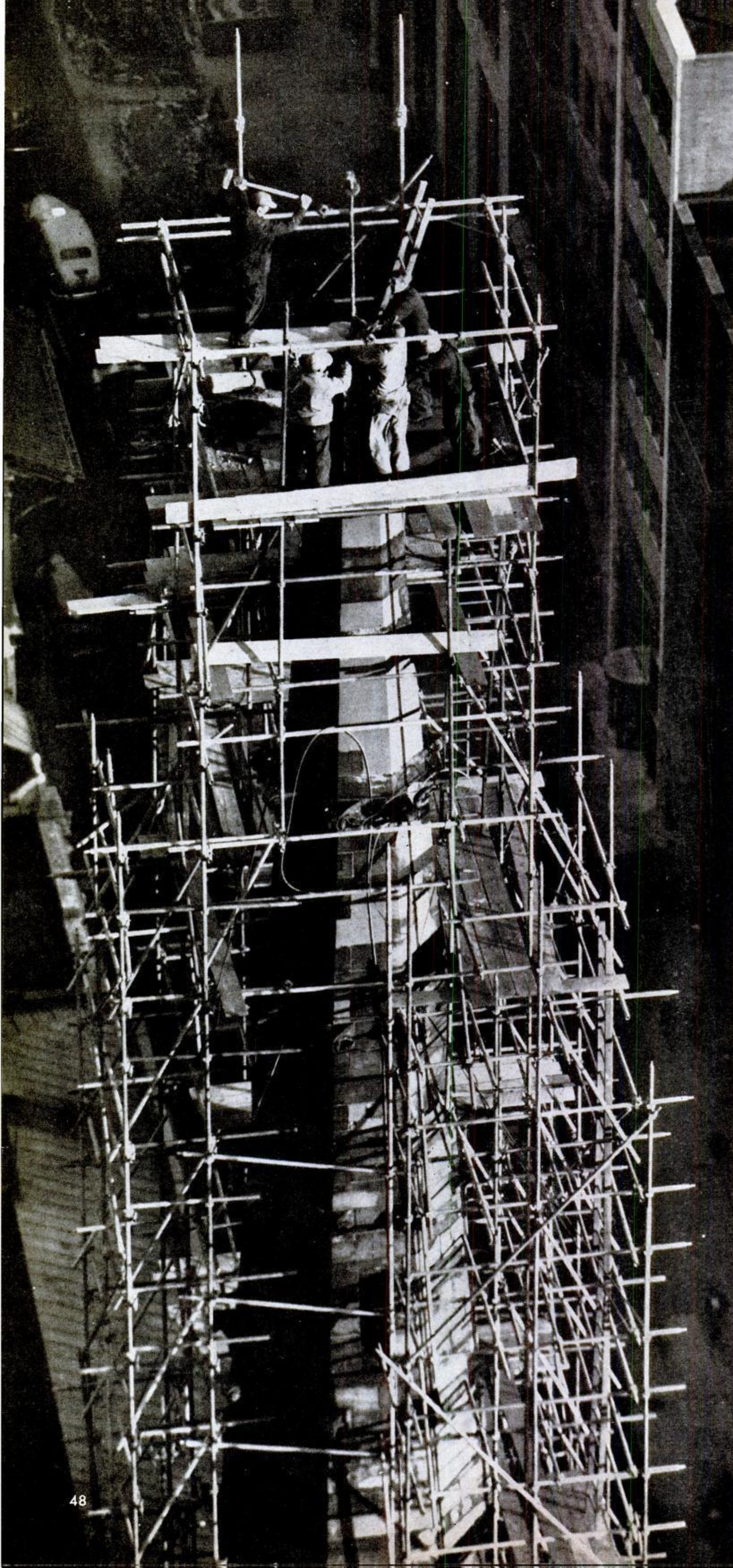


way home he leaned on a picket fence, then collapsed, wedging his neck between the stakes. Passers-by found him at 3 in the morning, still standing but dead. The coroner's report: accidental suffocation.



"OCHI" HOLIDAY When the Italians gave the Greeks a three-hour ultimatum in 1940, demanding surrender of strategic areas, Premier Metaxas gave them a one-word

answer: "*Ochi!*" meaning "No!" Last week, on the "No Day" national holiday, King Paul, his pert and popular Queen Frederika and their children joined the celebration in a land that was finally at peace.



THIS IS THE STEEPLE THROUGH AN ORDINARY LENS

PEAK PERFORMANCE

Stone-by-stone wrecking of spire
is New York's best sidewalk show

With medium-size skyscrapers (20 to 30 stories) sprouting all over New York City, this has been a good year for the sidewalk superintendents. Yet the hit of the season is not a construction job but a destructive one. At the corner of 48th Street and Fifth Avenue 40 workmen have been tearing down St. Nicholas Church for Edward R. Walsh, who may be the most destructive Irishman in the world (he cleared the way for half of Rockefeller Center and all of Tudor City). Walsh's men used a great steel ball to bat down the walls, but the most spectacular performance was going on last week. They were tearing down the 350-foot steeple, which had to be done, stone by stone, on a lofty, spidery staging. Since this operation was proceeding right outside LIFE's window, Photographer Jerry Cooke focused on the steeple top with a telephoto lens, got a picture that gives a better view (*left*) than that eyewitnessed by New York's crowds (*below*).



THIS IS HOW New Yorkers craned their necks to see spire. The workers claim they prefer steeple to traffic.

← THIS IS "LIFE'S" CLOSE-UP OF SAME SCENE



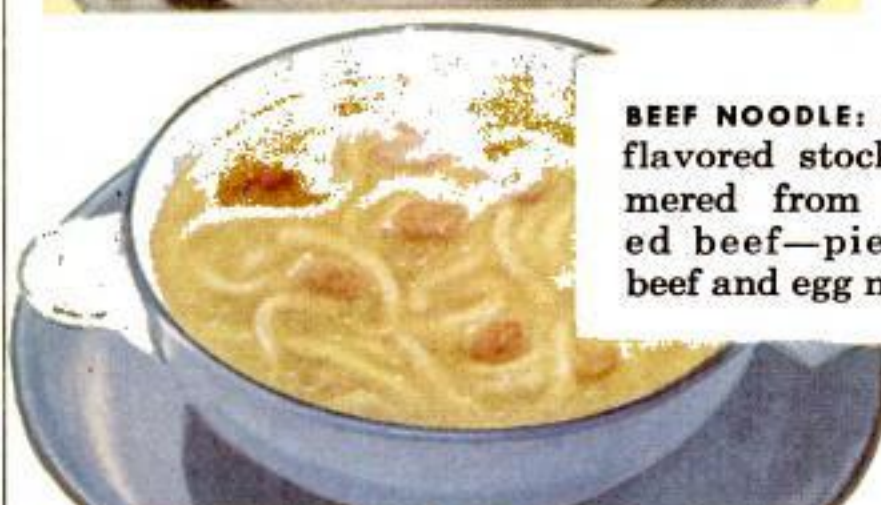
CREAM of ASPARAGUS: Purée of fresh asparagus, blended with butter. Garnish of tender asparagus tips.



BEAN WITH BACON: Old-fashioned thick bean soup filled with plump beans—made savory with bacon.



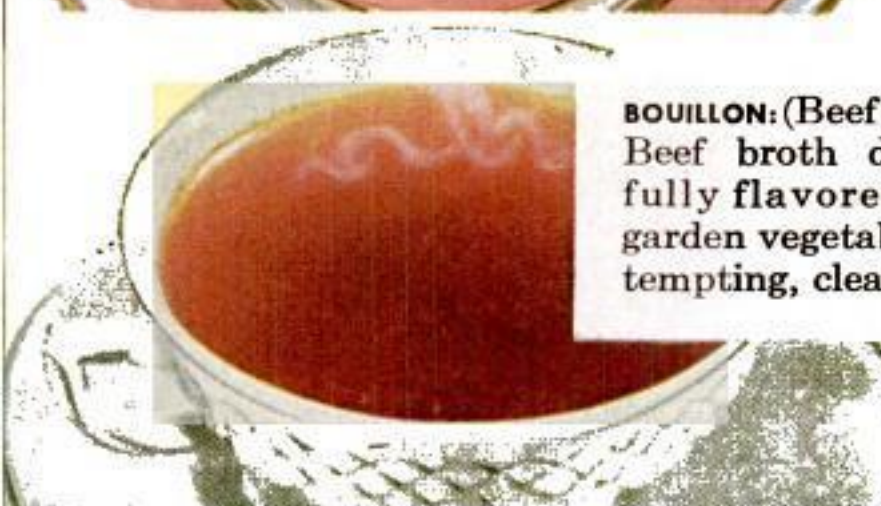
BEEF: Plenty of tender pieces of beef, with nourishing vegetables and barley, in a hearty beef stock.



BEEF NOODLE: A full-flavored stock, simmered from selected beef—pieces of beef and egg noodles.



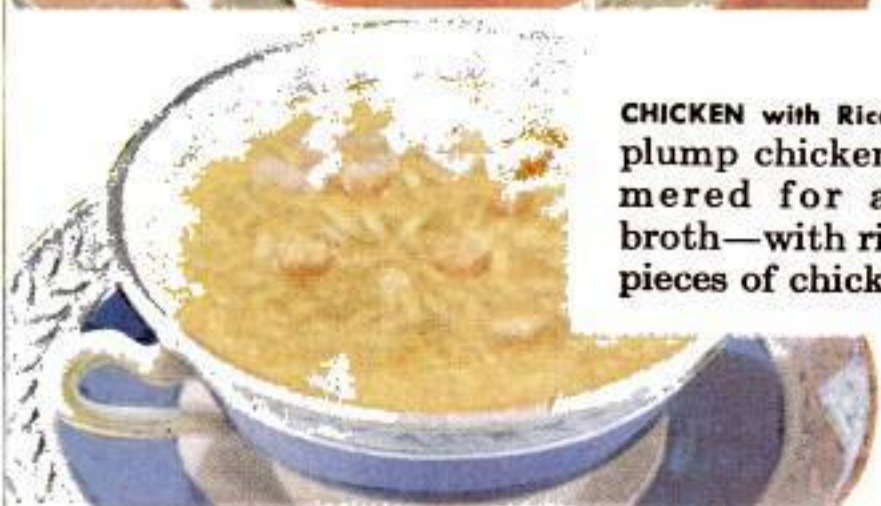
BLACK BEAN: Once enjoyed only at famous restaurants. Made of fine black beans, deftly seasoned.



BOUILLON: (Beef Broth) Beef broth delightfully flavored with garden vegetables—a tempting, clear soup.



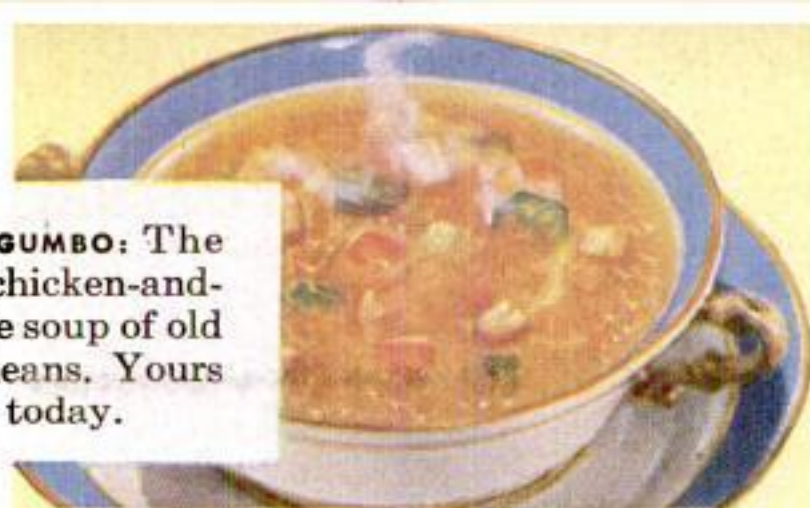
New! CREAM of CELERY: Crisp garden celery, extra-heavy whipping cream, delicate cuts of celery. Delicious!



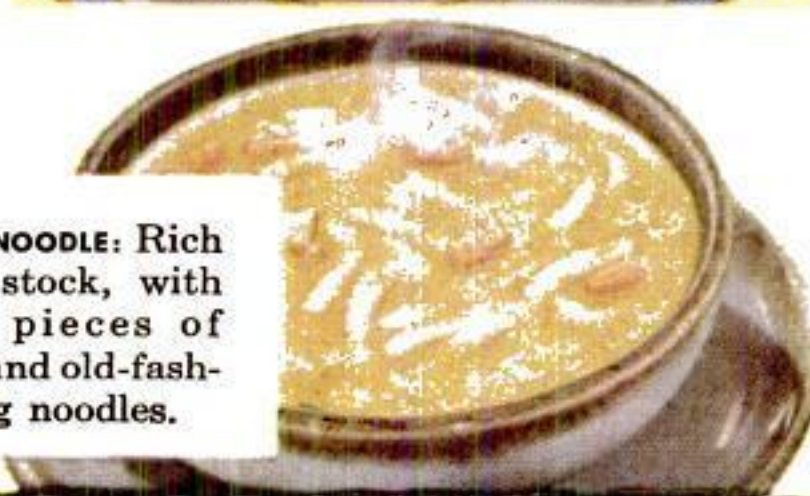
CHICKEN with Rice: Fine plump chickens simmered for a rich broth—with rice and pieces of chicken.



CREAM of CHICKEN: Deep-flavored chicken stock, heavy whipping cream—pieces of chicken and celery.



CHICKEN GUMBO: The famous chicken-and-vegetable soup of old New Orleans. Yours to enjoy today.



CHICKEN NOODLE: Rich chicken stock, with tender pieces of chicken and old-fashioned egg noodles.



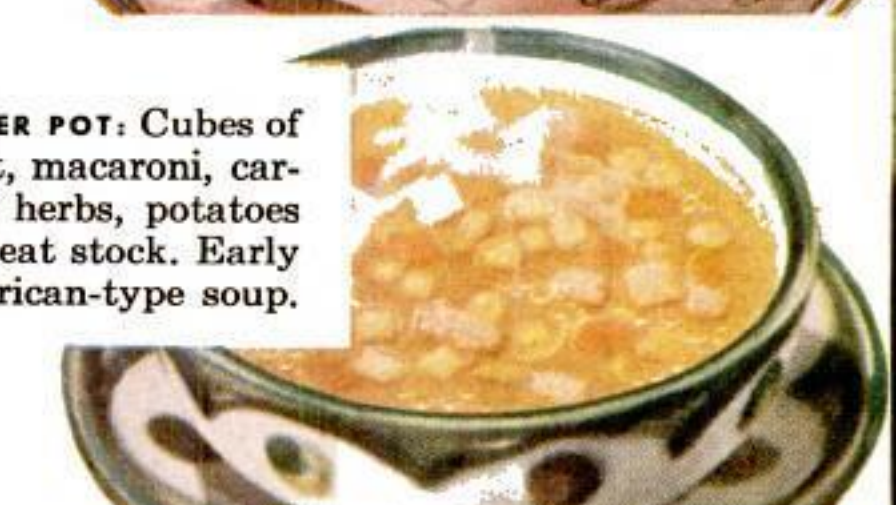
CREAM of MUSHROOM: A blend of cultivated mushrooms and whipping cream, with mushroom pieces.



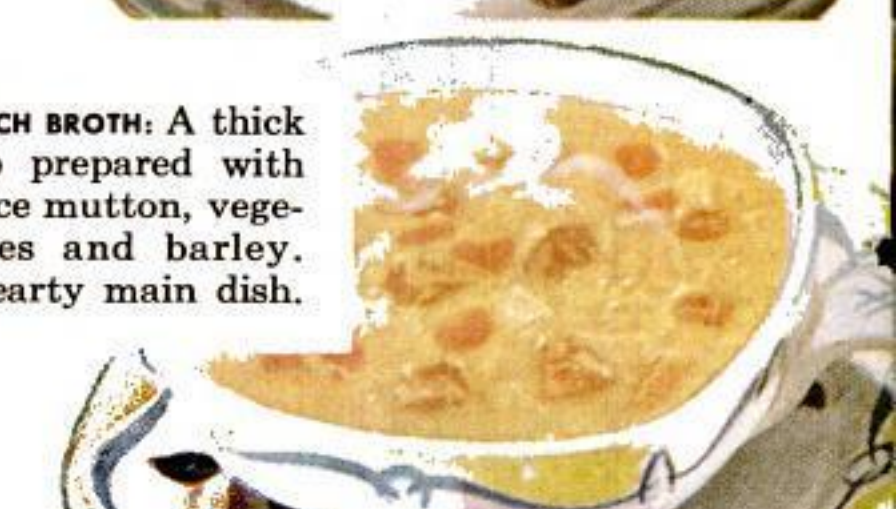
OX TAIL: Robust English-style soup made of beef stock, meaty ox tail joints, barley and vegetables.



GREEN PEA: A nourishing purée of green peas, with table butter and expertly seasoned.



PEPPER POT: Cubes of meat, macaroni, carrots, herbs, potatoes in meat stock. Early American-type soup.



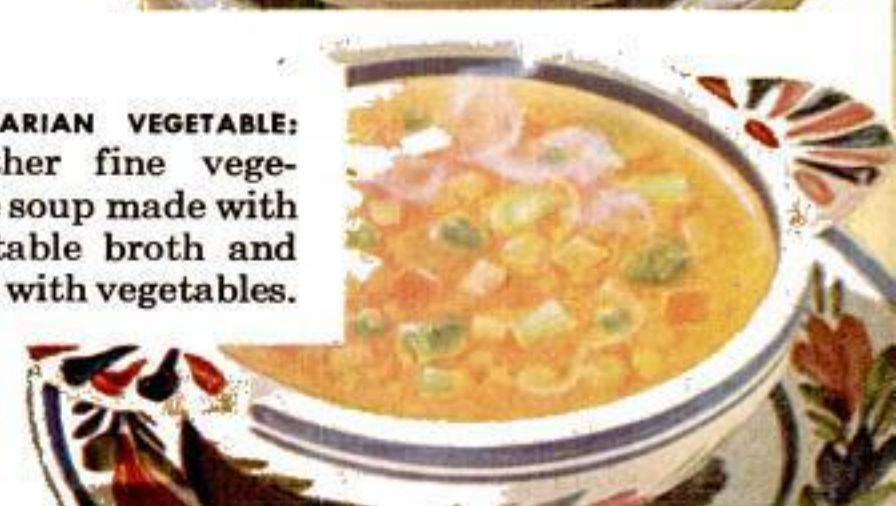
SCOTCH BROTH: A thick soup prepared with choice mutton, vegetables and barley. A hearty main dish.



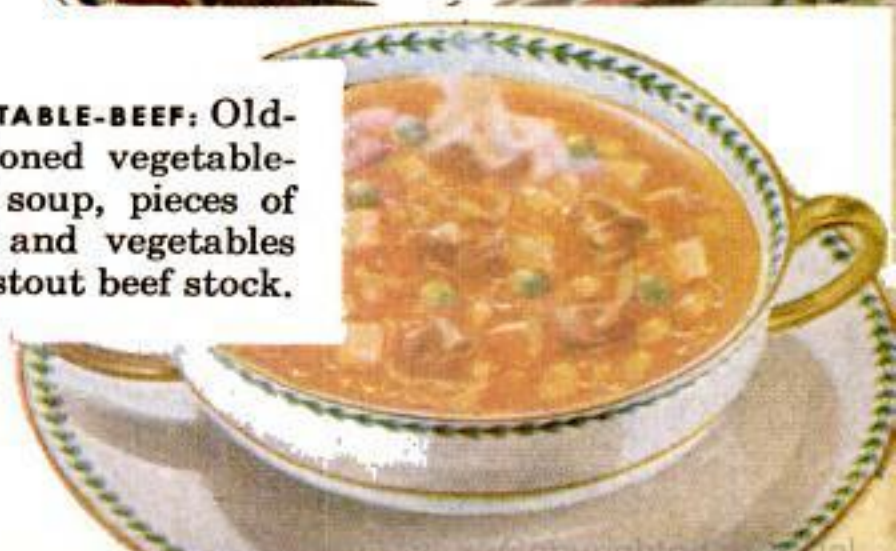
TOMATO: America's favorite soup. World's finest tomatoes, blended with creamery butter, seasoning.



VEGETABLE: Fifteen different kinds of garden vegetables in homey beef stock. "Almost a meal in itself."



VEGETARIAN VEGETABLE: Another fine vegetable soup made with vegetable broth and filled with vegetables.



VEGETABLE-BEEF: Old-fashioned vegetable-beef soup, pieces of beef and vegetables in a stout beef stock.

Campbell's "put the kettle on"

TO MAKE THESE SOUPS FOR YOU

How many of these fine Campbell's Soups are you using? They're all delicious . . . all soundly nourishing . . . all good value. So choose your favorites to please your family . . . your meal-budget . . . your convenience. And try some, too, that may be new—to you. Perhaps, like many women, you'll want to let this page serve you as a handy soup-shopping guide.

YOUR SOUP-SHOPPING GUIDE



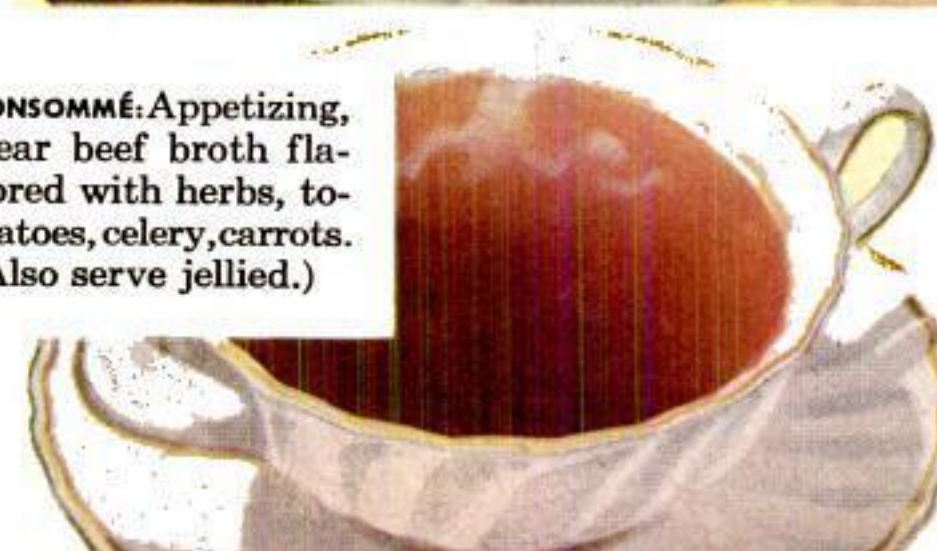
LOOK FOR THE RED-AND-WHITE LABEL

"21 KINDS TO CHOOSE FROM"

CLAM CHOWDER: Chopped clams, tomatoes, potatoes, and savory seasoning, in a tangy clam broth.



CONSOMMÉ: Appetizing, clear beef broth flavored with herbs, tomatoes, celery, carrots. (Also serve jellied.)



CUR



This Wonderful New
DROP TRUCK


complete with 10-5¢ rolls
of pure, delicious

CURTISS FRUIT DROPS
(assorted flavors)

This sturdy streamlined truck is made of fire-engine-red plastic...with black rubber tires. A big 10 inch job with real "dump" truck action body. A fine toy with a great assortment of CURTISS 5¢ FRUIT DROPS. A welcome, inexpensive gift for any youngster...on sale at leading stores now,

only **89¢**

AT DEALERS EVERYWHERE

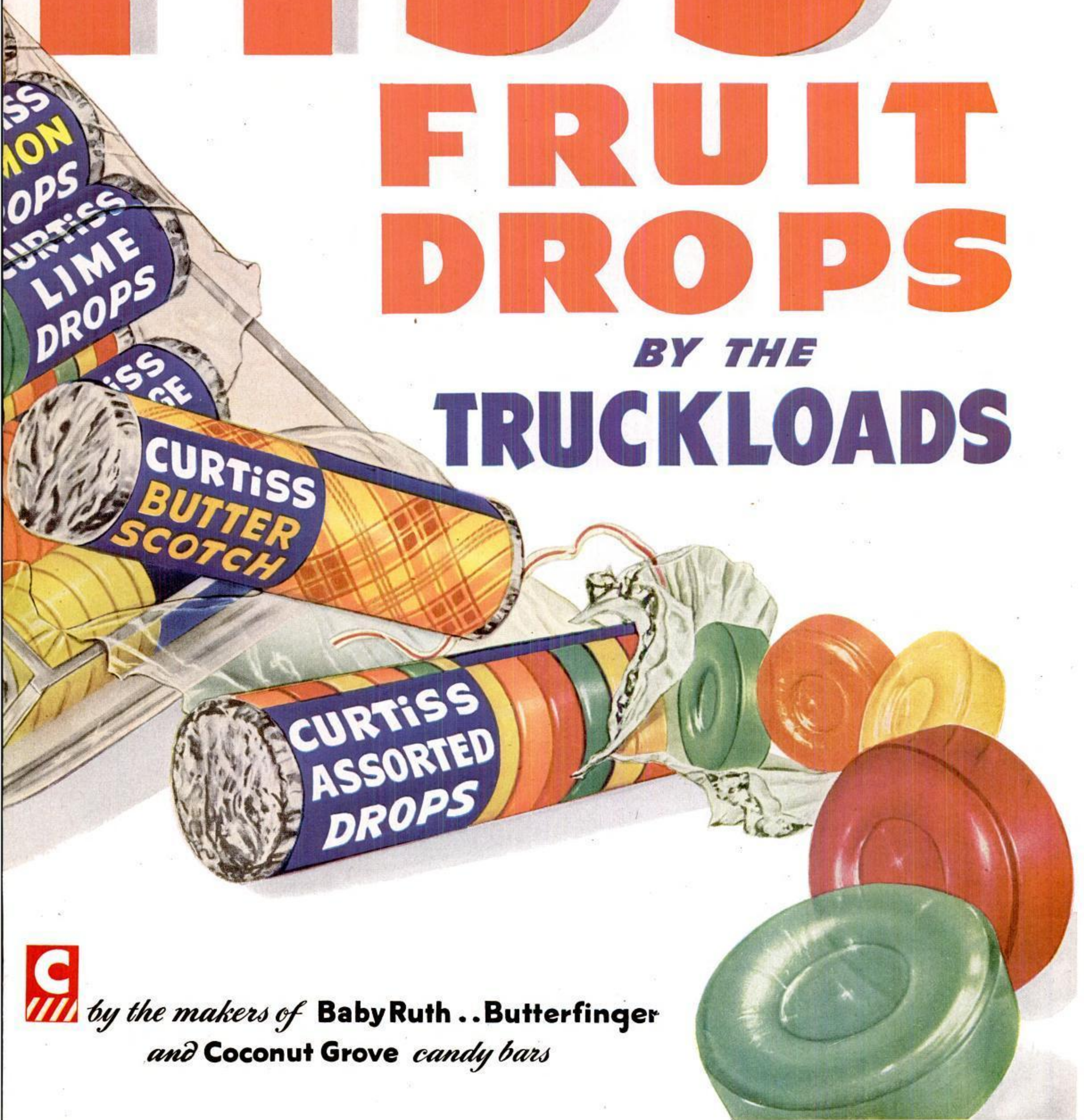

This fine toy truck
is a product of
Louis Marx and
Company, world's
largest toy manu-
facturer.

TiSS

FRUIT DROPS

BY THE

TRUCKLOADS



by the makers of **Baby Ruth** .. **Butterfinger**
and **Coconut Grove** *candy bars*



Copyright 1949, General Foods Corp.

How to Make a Man Peach-Happy...



LIFE

CONGRATULATES



BARITONE DEWEY (CENTER) JOINS ROBERT MERRILL, DANNY KAYE, PEGGY WOOD, DOROTHY SARNOFF, RICHARD TUCKER IN BANQUET SEXTET

THOMAS E. DEWEY

HE IS BECOMING PHOTOGRAPHERS' DELIGHT

Not so long ago it would have been impossible to make the picture above, which was taken last week at a "Youth United" inspirational dinner in Manhattan. Not that its central figure, Governor Thomas E. Dewey, wasn't always a good singer—but for years he had thought it undignified to appear before the cameras with his coat off, let alone sing *Sweet Adeline* before them. As LIFE once reported (July 24, 1944), "this ordeal by camera is hard for Dewey. He knows he is difficult to photograph well, and it makes him a restrained and sometimes strained subject. He will allow no gag shots. . . ." By last year Dewey had lost enough restraint to be photo-

graphed frolicking with "cavemen" in Oregon. This season, even though he is not running for anything but has merely been helping his friend John Foster Dulles campaign for the Senate, the governor has really loosened up and mastered the delicate art of behaving informally before the press cameras without looking foolish. Now that he isn't a candidate, he makes a more prepossessing picture of a candidate than ever before. Whether Tom Dewey's new-found camera behavior is intended to come in handy in 1952 or not, it is already delighting the news photographers and causing many frustrated Deweyites to wonder why he didn't relax sooner.



BLOWING GLASS at Corning Glass Works, Tom Dewey shows that his lung power is as hearty as ever.



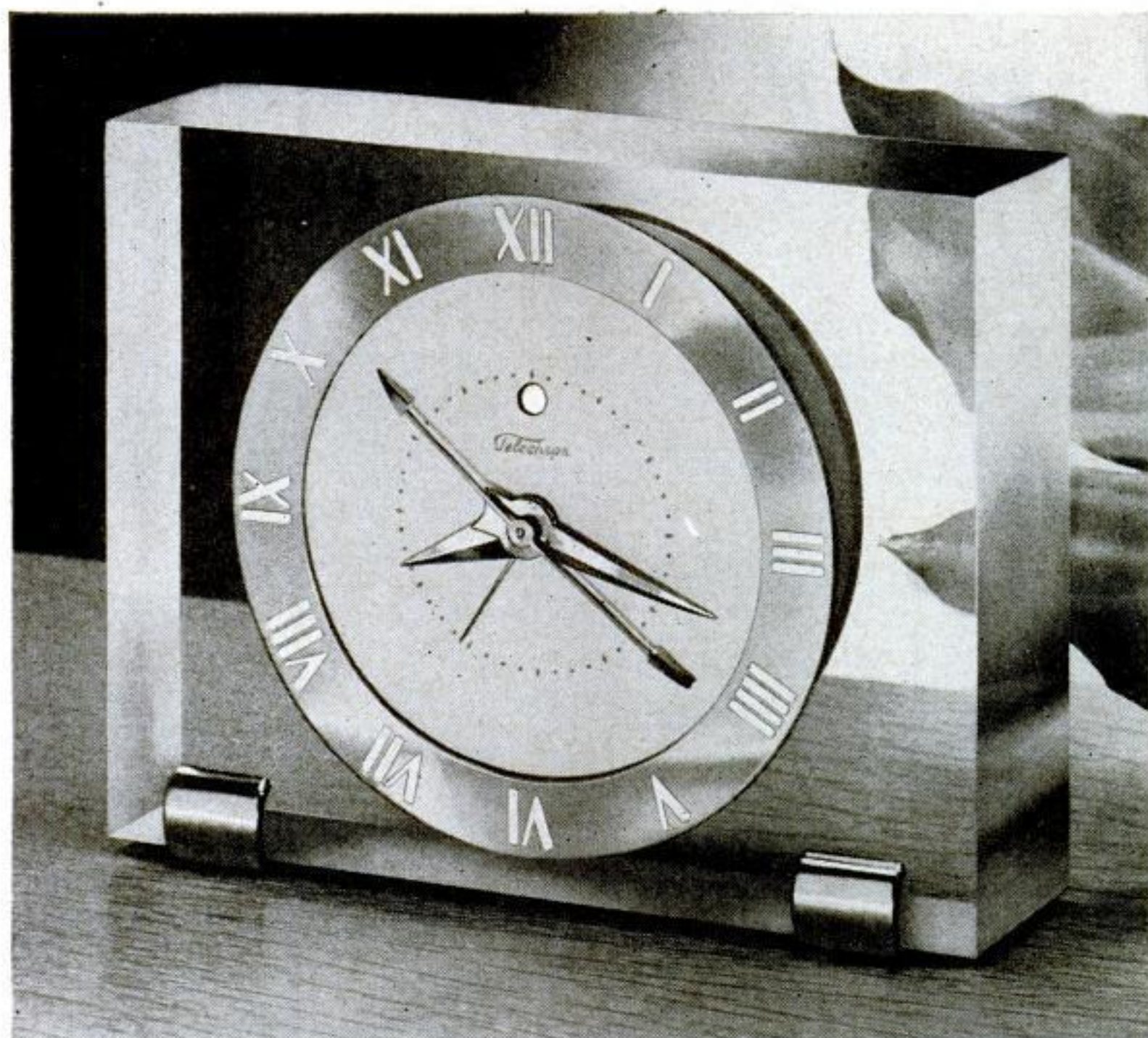
SHAKING HANDS with Senators Ives and Dulles, Dewey does a switch on the Truman "triple shake."



HOLDING BABY, the first born at a Long Island housing project, Dewey shows approved technique.



EATING SANDWICH at a parade with ex-Governor Lehman, Dewey faces lens with nonchalance.



Telechron "Airlux" Plexiglas alarm, \$25*

A clear case of Christmas!



Choose from 29 styles of
Telechron electric clocks

\$398*

and up

ALL ELECTRIC

— just set and forget!

WON'T RUN FAST OR SLOW

— electric current won't let 'em!

NEVER NEED WINDING

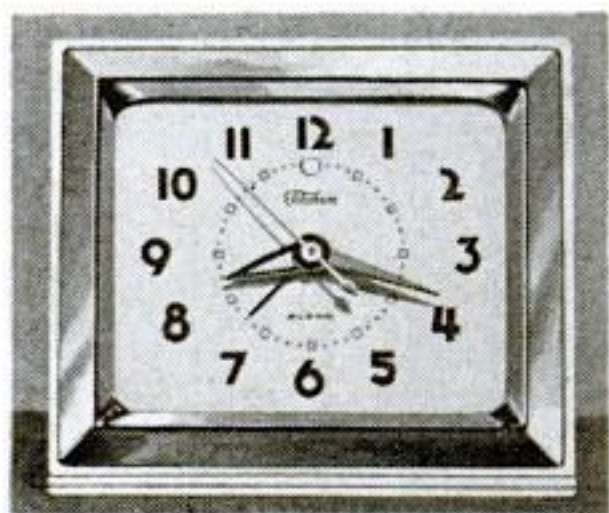
— no springs to come unsprung!

NO NOISY "TICK-TOCK"

— motors sealed in oil!

FULL-YEAR WARRANTY

— many in service for 20 years!



Telechron "Nocturne" bell alarm, \$6.95*

YOU'RE RIGHT ON TIME WITH

TELECHRON

ELECTRIC CLOCKS at stores everywhere

TELECHRON INC., ASHLAND, MASS.

A General Electric Affiliate

Makers of synchronous electric clocks, electric motors, electric timers for ranges

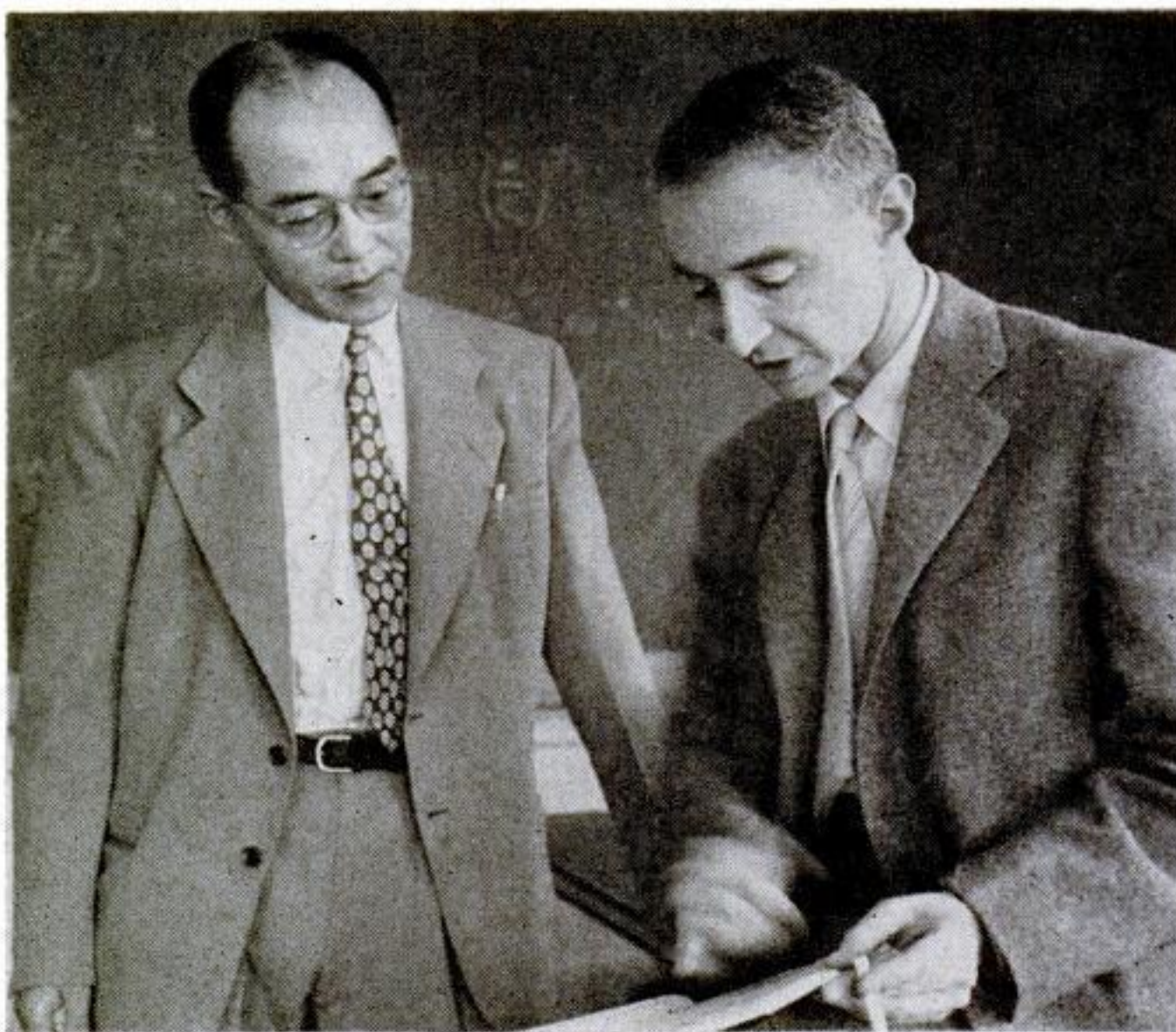


*Plus tax. Prices and specifications subject to change without notice.

LIFE CONGRATULATES CONTINUED



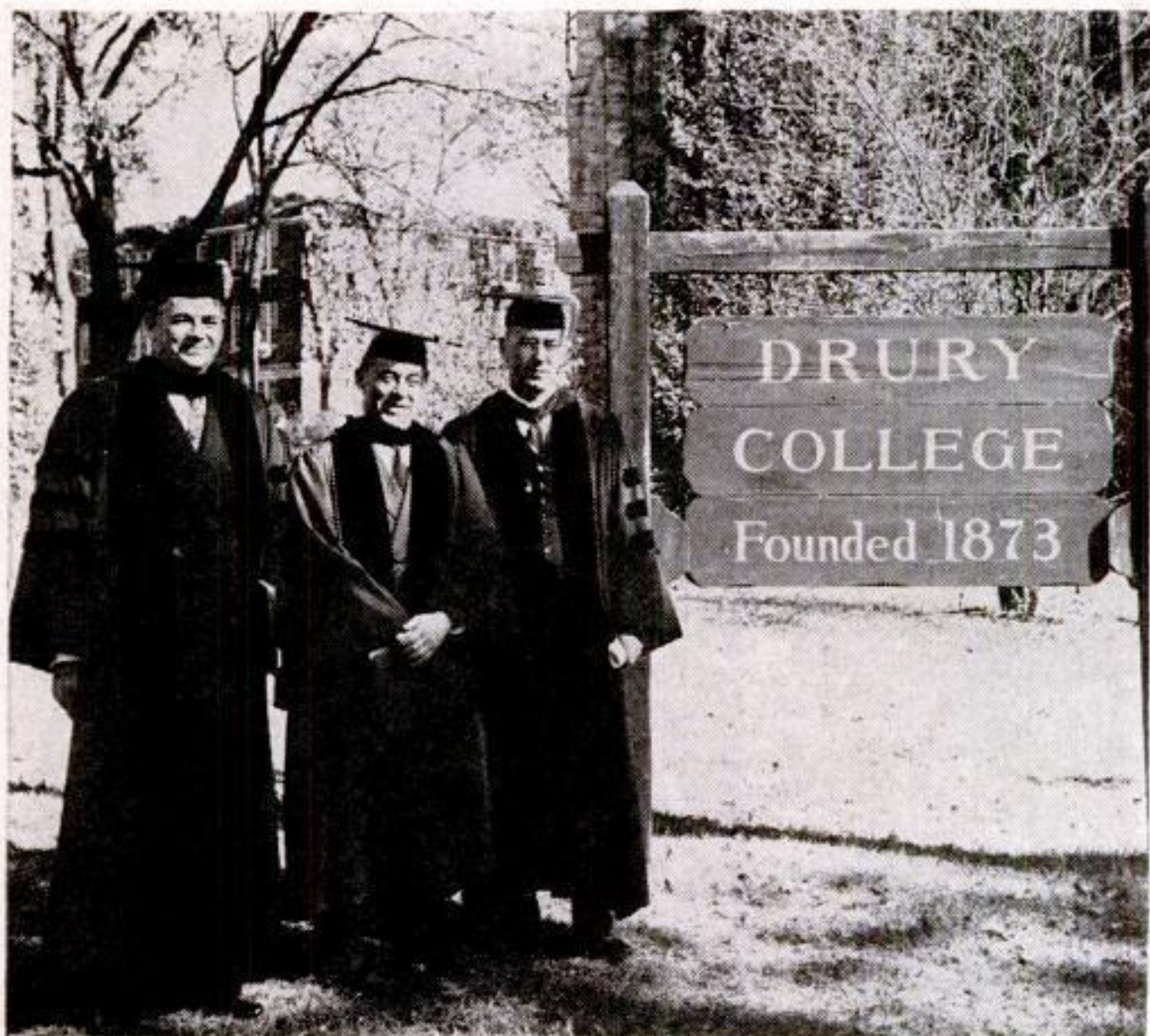
THE HAGUE CONFEREES: A bitter four-year-old struggle for independence ended last week in The Hague when Dutch and Indonesians agreed to set up a federal republic of Indonesia by 1950. The Indonesians get sovereignty; the Dutch retain their investments. Merle Cochran (center), U.S. member of U.N.'s Indonesian Commission, patiently brought the two together. With him, from left, are Holland's liberal Dr. J. H. van Royen, Delegate Mohammed Ruem, Premier Anak Agung of East Indonesia and Republican Premier Hatta.



DR. HIDEKI YUKAWA: Last week Dr. Yukawa, a visiting professor at Columbia University, became the first Japanese ever to be awarded a Nobel Prize. He received the physics award (about \$30,000) for his prediction by mathematics in 1935 that the meson is the "glue" in the atom. U.S. atomic thinker Dr. J. Robert Oppenheimer (right) called his discovery "really fructifying."



ARTHUR GODFREY: Briefly last week the maple sugar left his voice while he gave his television studio audience a well-deserved lecture. Interviewing Physicist Wendell Peacock (shown with Godfrey in strip from film recording of program) on the humanitarian uses of atomic energy, he was bothered by



RICHARD RODGERS AND OSCAR HAMMERSTEIN 2ND: Composer Rodgers (center) and Lyricist Hammerstein (left) took a train to the Ozark city of Springfield, Mo. last week to accept their first honorary degrees (LL.D.) from President James Findlay (right) of Drury College. Proudly music-loving Springfield trotted out its excellent 90-piece Civic Symphony and a 50-voice college chorus to play and sing some of the visitors' hits from *South Pacific* and *Oklahoma!* The New Yorkers and Springfielders thought it all just wonderful.



WINSTON CHURCHILL: In London he received the *Sunday Times* medal and \$2,800 prize for his first two volumes of war memoirs from Lord Kemsley (left). "Writing a book is an adventure," Churchill intoned. "It is a joy and an amusement. Then it becomes a mistress . . . a master . . . a tyrant, and . . . just as you become reconciled to your servitude, you kill the monster."



chattering, foot-shuffling teen-agers who would have preferred a crooner. Said Godfrey, "I'm not very happy about the reception you folks give to a serious discussion. . . . I'd like to ask that the folks who come . . . to hear the singers wait a few minutes—or there will be no more audiences at these shows."

You're still an old SMOOTHIE!



"Flowers—delicious dinner—wonderful music—no trouble getting a sitter for Bobby, Jr. . . . our fifth wedding anniversary is a huge success, Darling. You can still plan a smooth date!"

"I'm glad you're having such fun, Ann. You deserve it. Let's hope the next fifty years will be as smooth."

"Any reason why they shouldn't be?"

"Nope . . . not with the plans I've got for a life insurance program."

"But, Bob, that sounds expensive."

"I thought so, too, until I discovered Mutual Life's *Insured Income*."

"What in the world—"

"—is *Insured Income*? It's a method of life insurance planning we can manage within our budget. It will

provide you and Bobby with a regular monthly check if anything happens to me . . . and, if I'm around later on, there'll be money enough for you and me to enjoy our retirement years together. How does that sound?"

"Like a wonderful anniversary present for both of us!"

* * *

Family life is bound to be smoother when the future is carefully planned. Mutual Life's *Insured Income* program is the sensible way to plan your family's financial security because it builds on assets you already own: pension rights, Social Security benefits, and your present life insurance.

Let the Mutual Life career Field Underwriter in your community explain how *Insured Income* can help you.

Insured Income
FIRST IN AMERICA

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 NASSAU STREET

NEW YORK 5, N. Y.

—Your Social Security—WORTH \$5,000 OR \$15,000?—

SEND FOR FREE BOOKLET—Learn the facts of Social Security . . . how it teams with your life insurance. If you live in the U. S., mail the coupon below. You'll also receive a handy filing envelope to keep official records you, or your wife, may need later to collect benefits without costly delay.

Yes, I would like your FREE Social Security Booklet—L-58.

NAME BIRTH DATE

HOME ADDRESS

CITY COUNTY

STATE OCCUPATION



OFFICES THROUGHOUT THE UNITED STATES AND IN CANADA

Never neglect a cut hand

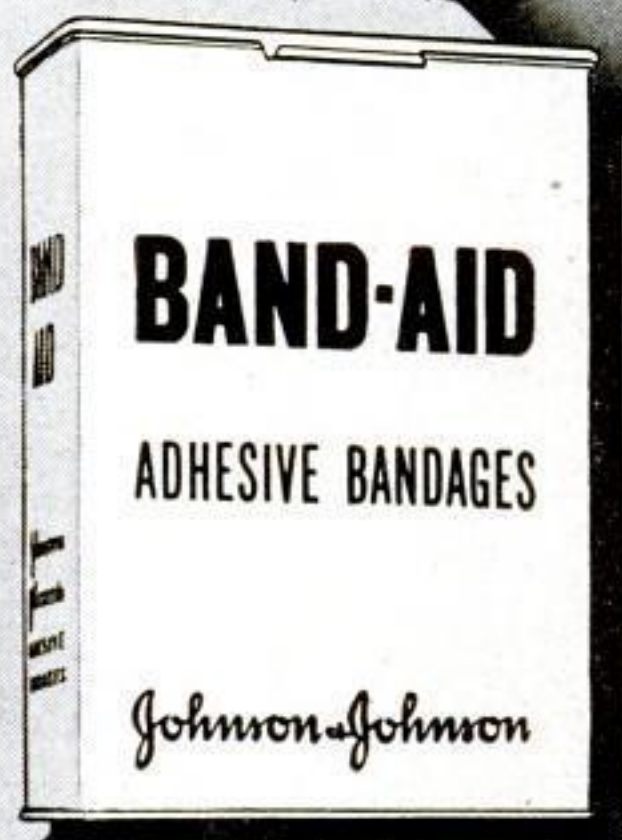
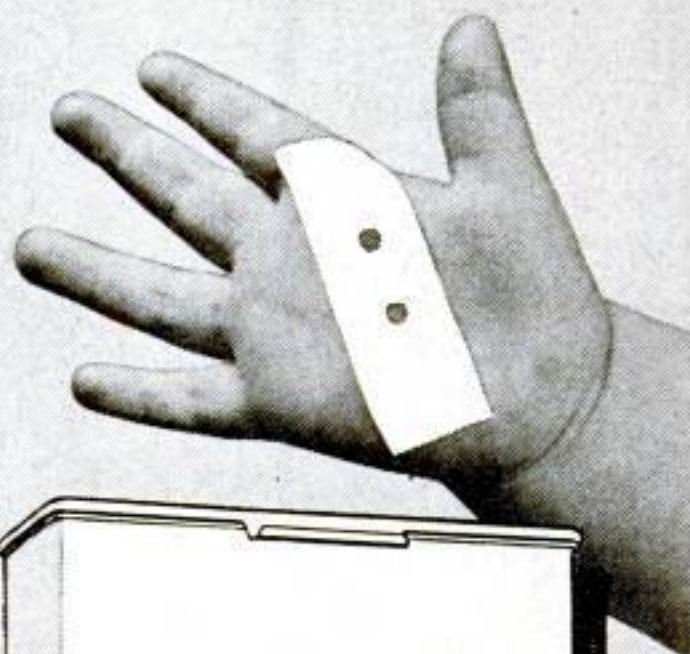


The tiniest injury can become infected. Never take a chance!

Always use BAND-AID,* the adhesive bandage that *always* comes to you individually wrapped, 100% sterile.

Caution: Not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

6 to 1 choice in
doctors'
recommendations



*BAND-AID MEANS
MADE BY JOHNSON & JOHNSON

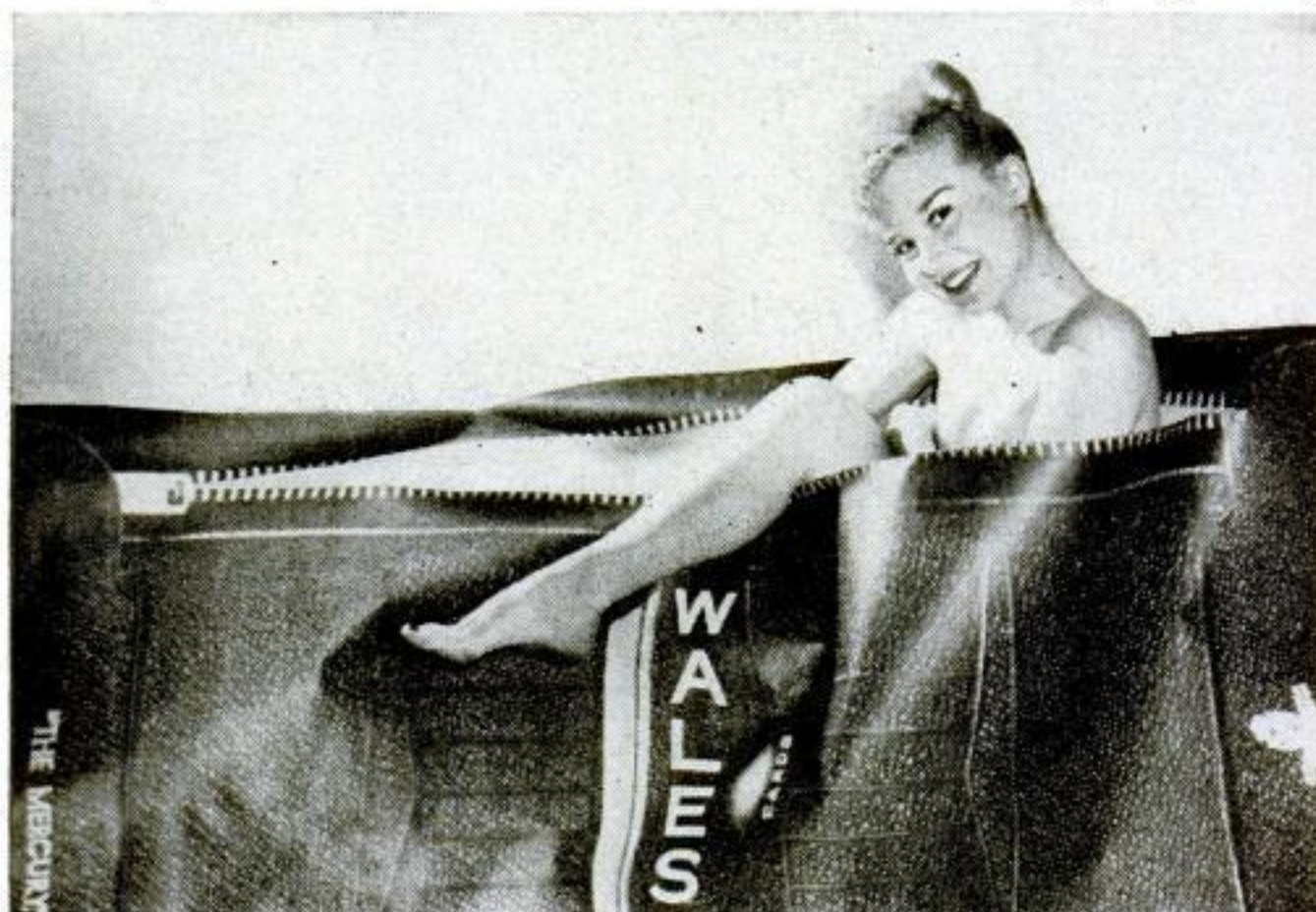
PUBLICITY PICTURES

THE LADIES AID THEM

In an early issue (Dec. 14, 1936) LIFE instituted a department called "Released for Publication" to take note of that durable U.S. phenomenon, the publicity picture. These pictures demonstrated the imagination of the publicity man by invariably featuring girls with such incongruous props as boilers, lemons, locomotives and heads of lettuce. This year, however, an element of refinement seems to have crept into the publicity picture. An unaccustomed personality, Eleanor Roosevelt, has been added to the usual catalog of models. Possibly this is a trend.



"LONG OVERDUE FOR A REST" is tribute to Mrs. Roosevelt by Marie Le Doux, who wants to market this chair. Mrs. Roosevelt obliges by resting.



"NATIONAL WALLET QUEEN" Cindy Heller launches National Wallet Week. Her previous titles were: "Miss Bubble Gum," "Miss Coaxial Cable."



"MISS GRILL OF 1949," Barbara Hendricks, publicizes hot-dog cooker.



"PRETTIEST ANKLES" are Betty George's, say Arthur Murray admen.

FOR LOVABLE
CURVES



and superb
UPLIFT

Lovable
Bra

Here is the bra to wear
for alluring curves!...Per-
fect uplift...complete support
...wonderful comfort! Finest
rayon satin, white or pink.
Sizes 32-36, A-cup; 32-38, B-cup; 34-40, C-cup.
(Also fine broadcloth.)

#934
\$150

Lovable Brassiere Co., Dept. L-N17, 358 5th Ave., NYC1

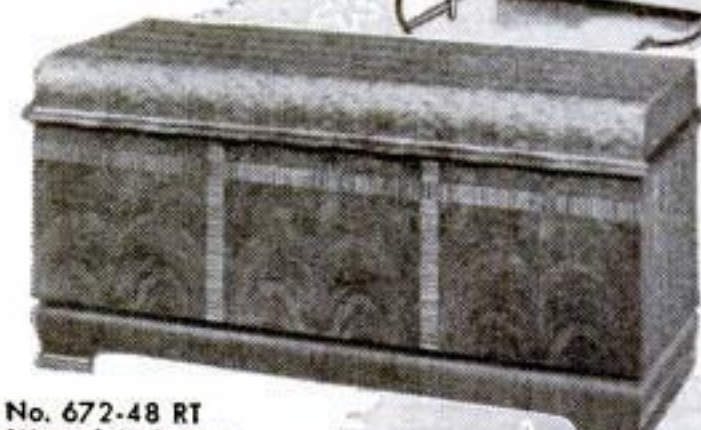
YOU'LL LOOK LOVELY, TOO,
IN A Lovable BRA



Begin with
a
Bluebird

... your first step
to future happiness
and your treasure
chest of memories.

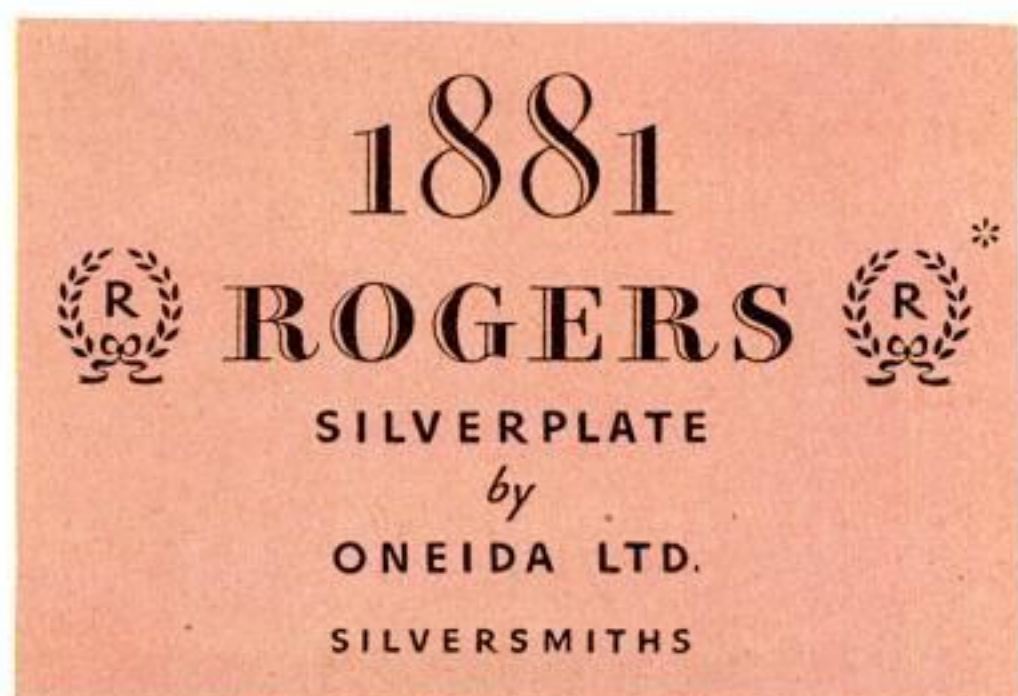
Each beautiful
Bluebird reflects the
heritage of ninety-two
years of furniture
craftsmanship. Send
for free folder
showing all the lovely
Bluebird models.



No. 672-48 RT
Waterfall design
combines rich American
Walnut with Zebra wood trim.

See them at BETTER DEALERS Everywhere

Dillingham Manufacturing Company
823 NORTH 14th STREET
SHEBOYGAN • WISCONSIN



GREAT NEW VALUE!
52-piece service for 8—
only \$49⁷⁵
No Federal Tax

**Plantation *Capri *Surf Club *Del Mar*

... with elegant matching salad servers—at no extra cost!



You know these famous silversmiths . . . and the *extra quality* of this lovely silverplate! 4 stunning patterns—and *extra silver* for longer life! Exclusive *Contour** knife. Perfect balance . . . and flawless finish that's radiantly bright! Use it every meal, every day—and it will last and last and last! *And with this set*—you also get elegant matching salad servers *at no extra cost!*

All 54 pieces in a convenient non-tarnish hold-all zipper storage chest. Don't wait! Hurry to own this magnificent silver service. At your jeweler's today. Easy payment terms.

CONTAINS

16 Teaspoons, 8 Soup Spoons, 8 Hollow Handle Knives (mirror-stainless blades), 8 Forks, 8 Salad Forks, 2 Tablespoons, Butter Knife, Sugar Spoon—plus the salad servers shown below *at no extra cost!*

*Trade Mark. © 1949, Oneida, Ltd., Oneida, N. Y.

NEW!
 Zippered "Buffet" chest!
 2 extra storage wells at sides!

NEW!
 "Kenized" lining prevents tarnish,
 absorbs tarnishing elements from air.

NEW!
 Pearl gray cover cleans with damp
 cloth! Inset grooves for easy lifting!



With this set, you get *at no extra cost* these salad servers—useful, lovely, modern! Blond wood, fitted in silver-plated handles, 11¾ inches long. Also available separately in all patterns.

FOR YOUNG PEOPLE WHO TAKE PRIDE IN LIVING NICELY

How MEAT



This country isn't just 48 states. This country is 40,000,000 families. As the vigor of mothers, fathers, boys and girls goes—so goes the vigor of our nation.



MEAT
SERVES EVERYBODY
the people...the soil...the nation

serves everybody!

The people...

Meat is more than something to eat. It helps you hit the ball harder, run the race faster, do the thing better. It is paint that helps make cheeks rosy. It is fuel for endurance—for nerve—for fun—for strength. It helps the child to grow. It helps the man to work. It helps the woman to be at her best—the wife to have healthy children. It helps the older person to do and keep doing.

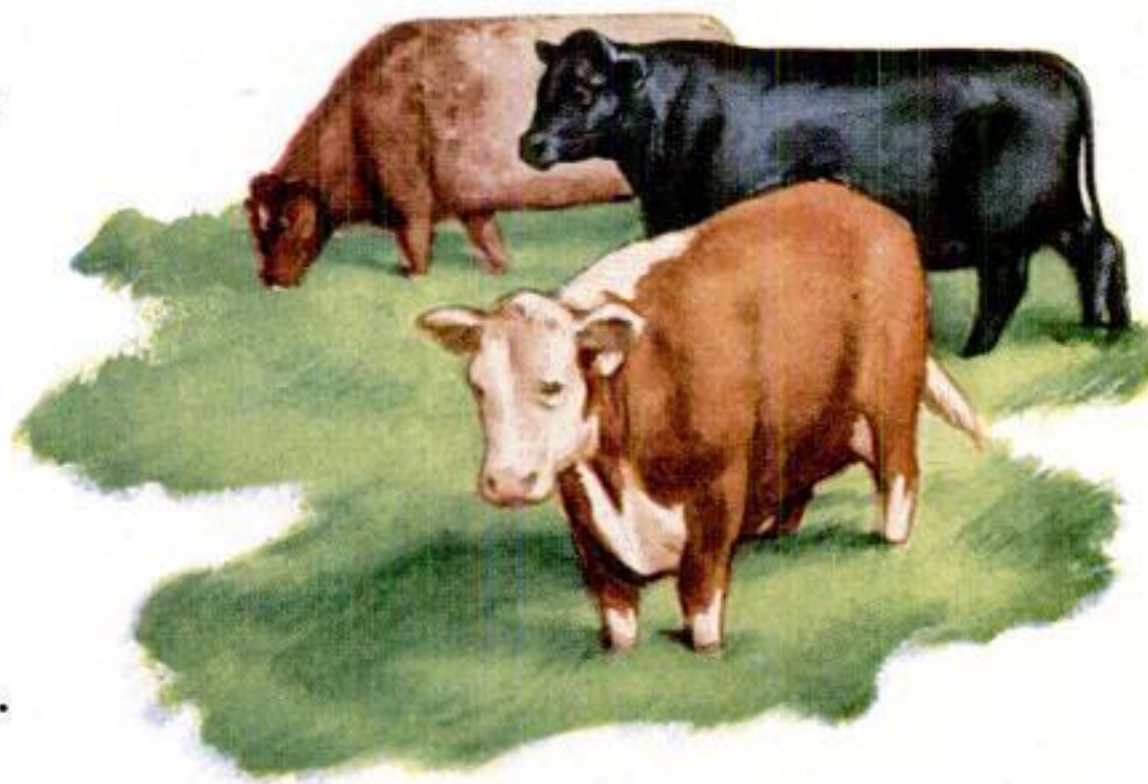


Besides contributing to a diet that helps keep bodies strong, the meat industry is the source of dozens of vital medicinal products such as insulin, thyroid and pituitary extract that are essential to saving life, prolonging life and keeping people healthy. These products are used in diabetes, heart cases, shock, anemia, pregnancy and general surgery.



The soil...

You have seen the gullied, over-cropped and worn-out fields that dot our countrysides—and you're seeing them brought back to fertility—and producing food at the same time—through new emphasis on livestock raising. Grass roots tie down the soil. Forage crops like clover and alfalfa help restore its fertility.



The nation!

The experts who calculate America's real wealth know that the only things that count are those that can be put to use by people. We can't eat grass, but meat animals convert the grass from vast range lands of the West into human food. They turn hay crops and feed grains—even waste products like sugar beet pulp—into nourishing meat. If Mother Nature produces more of almost any food crop than people want, livestock can convert that into meat, too.



THE MEAT TEAM *from Farm to Plant to Store*

America's meat needs are served through the teamwork of ranchers and farmers, packers and retailers, backed up by the people who run the trains and trucks, who operate the nation's stockyards—the commission men who sell the farmers' livestock, the meat wholesalers and many others. Through their teamwork meat moves from farm to table at a lower service cost than almost any other food.

AMERICAN MEAT INSTITUTE Headquarters, Chicago • Members throughout the U. S.

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

RAYMOND W. CRUTCHFIELD of Reidsville, N. C., veteran tobacco warehouseman, says: "Year after year I've seen the makers of Luckies buy fine, ripe leaf that makes one great smoke!" "Crutch" has smoked Luckies for 20 years. Here's more evidence that Luckies are a finer cigarette!



COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw



HIGH NOON FINDS COLUMNIST RUARK BUSY WAKING UP IN HIS KING-SIZED BED, REACHING FOR A COKE AND THE DAY'S NEWSPAPERS

Robert Ruark

Brash country boy makes good as columnist, gets plenty of caviar

by ERNEST HAVEMANN

ROBERT CHESTER RUARK, the young columnist who is sometimes called the low-brow's Walter Lippmann and sometimes the high-brow's Earl Wilson, is a very enviable fellow indeed. Last month he put out a book called *One for the Road* (Doubleday & Company, Inc., \$2.50) which, if it duplicates the success of his previous two volumes, will make him somewhere between \$10,000 and \$15,000. The vast majority of people who toil at typewriters would not consider this bad pay for an entire year, but it so happens that to Ruark the money is sheer bonus, or gravy. The book is mostly a scissors, paste pot and rewrite job on the material from his daily columns, for which the Scripps-Howard chain and his other 90 newspapers have already paid him about \$40,000 in the

last 12 months. In addition he will pick up around \$15,000 this year from magazine articles, and perhaps another \$5,000 for such miscellaneous and rather unexact chores as appearing on the radio and being reprinted in *Reader's Digest*. If Ruark has to report an income of a penny less than \$75,000, plus all out-of-town expenses, he will almost be ashamed to face the taxman next March. The taxman, like Ruark's editors and his readers, has come to expect a great deal from him.

All this financial success sometimes flabbergasts Ruark. At the moment he is just 33 years and 10 months old, and only 12 years removed from a \$12-a-week job as a copy boy. Moreover he comes from a North Carolina family which sank to humble circumstances in the Depression; he had to

Amazing lotion gives new beauty protection to your **WHOLE HAND!**

1 BEAUTIFIES SKIN.

New Hinds is enriched with lanolin to make your hands feel softer instantly—protect them longer. Works wonders on rough, dry skin!

2 SATINIZES PALMS.

Even rough palms are soothed and smoothed. New Hinds' "skin-affinity" ingredients actually help to soften calluses.

3 SMOOTHS KNUCKLES.

Dry knuckles yield to the smoothing action of New Hinds. Effective emollients "sink in." Hinds dries fast—never feels sticky!

4 SOFTENS CUTICLE.

Nails look neater with New Hinds helping to keep cuticle pliable. No ragged edges to "catch." Your manicures stay lovely longer!



WORKS WONDERS! Lanolin-enriched for extra effectiveness, New Hinds Honey and Almond Fragrance Cream keeps your *whole hand* feeling soft in spite of ravages of work and water. Use it to smooth elbows, arms and legs...try it as a powder base. Use Hinds to help protect babies' and children's tender skin from chapping! 4 sizes, 10¢ to \$1.00.



Hinds

Honey and Almond
Fragrance Cream

PRODUCT OF LEHN & FINK

NOW IN NEW LARGER BEAUTY BOTTLE

SOME SAMPLE

ECONOMISTS: An economist is always a planner. He can tell you how to plan anything so it will come out even, and the only trouble is that it never does.

WOMEN: We have made a mistake in treating women like people.

BANKERS: They always act as if you were a mild criminal for needing dough and being willing to pay for the privilege of borrowing a few bucks.

THE MARY MARTIN HAIRDO: I am plumb scared of short-haired women. They generally wind up smoking pipes and quoting Proust at you.

BATTLE OF THE SEXES: Women are physically stronger than draft horses, with steely nerves and limitless endurance. Man, conversely, is a finely wrought creation, sensitive, nervous, prone to hysteria and quick to tire.

FOOTBALL: College gridders are always supposed to be amateurs, even though they make more cash money than the president of the school.

THE PUNCHBOWL: You can't hurt punch. No matter what you put in it, it can't taste any worse than it tasted originally.

RUARK CONTINUED

work his way through the state university at various jobs which included a semester of bootlegging gin to wealthier students, and when he applied for his first job he had to be careful how he walked because he did not have a pair of socks on his feet. The prosperous current-day Ruark salts a decent proportion of his income away in annuities and real estate, but he also likes to toss some of it around, as if to prove to himself that it really exists. He enjoys taking his cocktails and dinner at "21," a New York restaurant where the check for two comes to around \$30, plus \$5 for the waiter and an occasional \$5 for the captain—provided of course that you are willing to forego dessert and do not have a hat to check. (Recently he decided to get rid of an inhibition and eat all the caviar he could hold, which came to \$35 worth, plus extras.) When he is home he sleeps in a built-to-order 7x7-foot bed with oversized sheets and blankets. When he travels he likes to go by plane—and whenever possible to have his own Buick, driven ahead by the young man who serves as his factotum, secretary, chauffeur and handyman, waiting at the airport when he swoops down. He carries two \$100 bills in his watch pocket as a form of mad money or emergency fund, lest he be caught short some night in Tim Costello's bar, the subway or a gas station in Texas. Although he still makes a great point of acting like a homespun country boy, given to kidding the rich folks and using "ain't" and double negatives, the fact is that Ruark—in the idiom of his own southland—is eating so high off the hog that the hog can scarcely feel it.

Ruark's chief asset as a columnist, and the thing which causes all these luxuries to fall into his lap, is his ability to discuss topics of the day in funny language. He is a master of the wild simile, the colorful verb and the humorous twist on an old cliché. His daily column, which has grown to a circulation of nearly eight million in less than three years, is written in a deliberately low-down and colloquial language, and in his books, where he can let himself go, he likes to add a liberal sprinkling of cusswords and vulgarity. Yet his buffoonery—like that of burlesque comedians, some of whom are remarkably intelligent men—is an extremely artful thing. He also has a gift for picking out subjects which annoy the common man—women's hairdos, bankers, progressive education, psychiatrists, Texans, doilies, diets, modern art and hot weather—and beating them around the ears in a way that readers love. On occasion he can be a good serious reporter, as when his columns on the sad state of the GIs in Italy under General "Courthouse" Lee made headlines and caused an official investigation in 1947, or when he got gangster Lucky Luciano deported from Cuba the same year. But mostly he is just a funny and sarcastic fellow who surveys the news and foibles of modern civilization and comes to a conclusion which is shared by many millions of his fellow men: "It pains me to admit it, but I guess the whole operation is too rich for a country boy's blood." Everybody feels that way sometimes and a lot of people always feel that way; so the number of Ruark customers is unlimited.

His column, like all good light prose, sounds as if it were abso-

RUARKISMS

HUNTING: I have never known a hunter—especially a quail shot—who wasn't an outrageous liar, a braggart, a pitiful alibier and a neglecter of his job.

TAILCOATS: The only people I ever saw who seemed thoroughly at home in monkey suits were orchestra leaders and the shiny-haired men who dance with old ladies in nightclubs, for money.

SARDINE CANS: Houdini, in his best days, was never able to get into a sardine can without cutting his thumb, spraining his wrist, and wrecking the key.

THE MARTINI: It is a drink unfit for consumption by other than professional sword-swallowers.

FANCY CLOTHES FOR MEN: I can scarcely wait for the day when the male animal finally outruns the female in the glamour league. There I'll be, just as cute as a bug in my silk lounge suit with the red slits in the pockets and a long, scarlet, tasseled sash. I will smell sweetly of Unbridled Lust or some such other toilet water. I will cross my velvet mules, run my manicured fingers through my marceled curls, and say, simply: "Get out of here and make me a living, honey. I'm too pretty to work."

lutely no trouble at all to produce. In one way this is true, because the column averages just 650 words and Ruark, being very fast at the typewriter, can turn it out in just half an hour of sitting time. His method of earning a living arouses the antagonism of other writers who put in eight-hour days in newspaper offices or sweat years over unsuccessful novels, and sometimes it seems almost criminal to people who have acquired ulcers owning their own businesses or selling mousetraps. In bars he is frequently troubled by old acquaintances or strangers who approach him, leering as if they knew he had a long police record, and say, "Bob, you old——, I wish I had a racket like yours!"

The word "racket" does not especially bother Ruark. He is an intelligent and realistic young man and he has no compunctions about writing for money; he decided long ago that there was no profit, at least in this world, in starving in a garret and writing pure prose for posterity. Recently, while he was in the process of ordering a Scotch on the rocks at the bar of "21," a stranger standing beside him remarked, "Seems to me I remember a column of yours, a real vicious attack on undiluted drinks like that." Ruark said with charming candor, "Certainly, I'm a very phony type fellow." For the sake of a good funny column Ruark will be happy at any time to be for, or opposed to, almost anything within reason. He has a very good chapter in his new book in which he attacks baseball on the ground that every professional pitcher, far from being a hero and an example to young boys, would gladly dust off his mother to keep down his earned-run average. ("Dusting off" in baseball parlance means throwing one hard and fast at the batter's skull, to teach him proper respect and keep him from feeling too comfortable at plate.) Yet despite the indignant tone of his chapter on ballplayers Ruark would doubtless be glad to dust off any of *his* female relatives for the sake of a column, or even set fire to them if necessary. His whole career as a columnist has been as carefully contrived as the grand strategy of a great diplomat, containing its full quota of trial balloons, calculated risks and gestures toward public opinion.

He makes the old-timers wonder

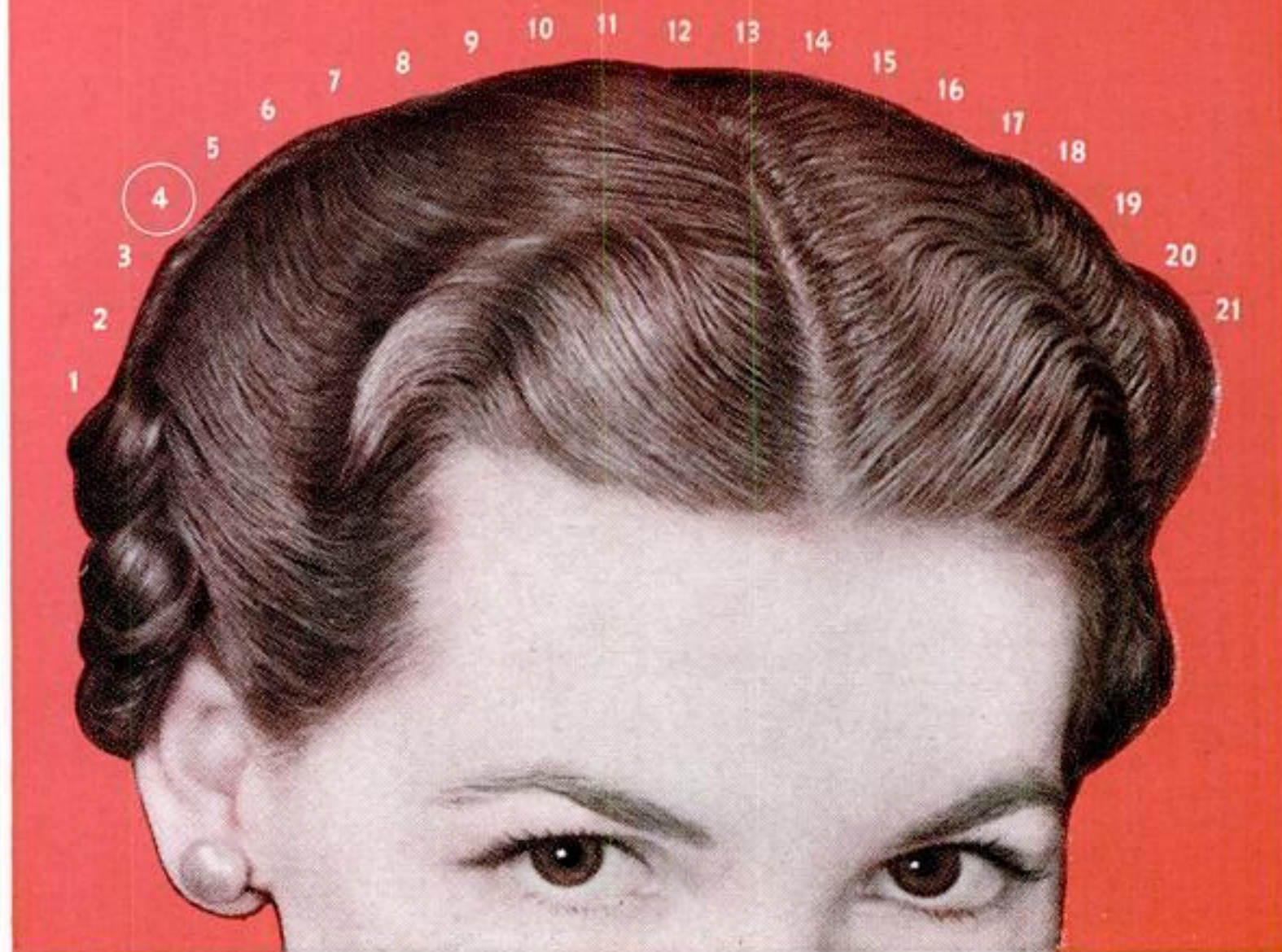
In his pre-column days Ruark was a top flight newspaperman, the sort of brilliant young cub who makes the older hands wonder why they were ever born. From copy boy on the *Washington Daily News* he rose rapidly to sportswriter, and then before anybody knew it he had become a kind of one-man sports staff, typing out headlines, rewrites, picture captions, reports on baseball games and a column of his own faster than the eye could follow. During this period, although he hated sports, he became an assiduous student of all the great sportswriters, like Westbrook Pegler and Damon Runyon, and often he did better than the old masters.

On Pearl Harbor Day, when Ruark was 25, he was sitting in the press box covering the Washington Redskins, a professional football team. His office flashed him over the Western Union wire and gave him the job of rounding up all the editors, reporters and linotype

CONTINUED ON NEXT PAGE

With a flick of your finger... the Dial-a-Wave ends guesswork in your home permanent

Her Rayve Wave Number is 4. Find yours on the Dial-a-Wave... easy as dialing your radio! Be sure of getting the kind of wave you want... for your kind of hair!



*Only Rayve—the new
HOME PERMANENT
has the Dial-a-Wave to give you the
one right wave for your hair!*

NO OTHER WAVE IS SO SURE, YET SO FAST... Rayve's exclusive Dial-a-Wave shows you instantly the *shortest* waving time in which you can be *sure* of getting the one right wave for *your* hair and exactly the amount of curl *you* want. The Dial-a-Wave has already shown millions of women how to get lovelier waves in *less* time... without guesswork!



RAYVE REFILL KIT \$1

COMPLETE RAYVE KIT \$2

with 60 improved "easy-wind" plastic curlers

FROM THE FAMOUS PEPSODENT LABORATORIES

SO GENTLE, SO EASY! Rayve's new creme formula is noticeably gentler-acting. And everything's so *simple*... picture-booklet directions; no turban to wear.

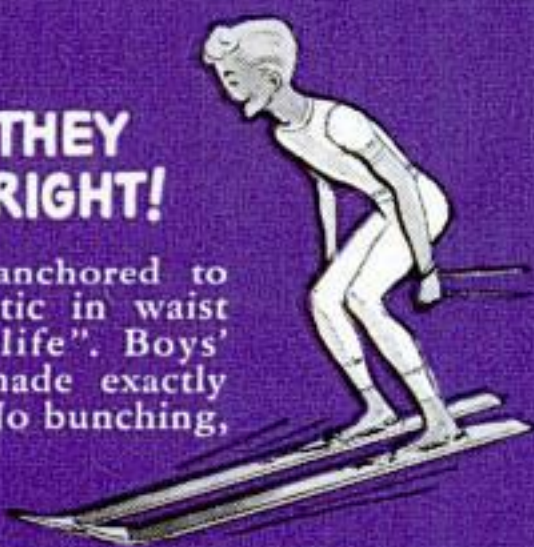
LONG-LASTING—YET SOFTER, MORE NATURAL—A Rayve wave is satin-soft, frizz-free from the very *first* day. And if you already have *any* kind of plastic curlers, all you need for this lovelier cold wave is a \$1 Rayve Refill!

MEN AND BOYS: KEEP COMFORTABLY WARM IN CARTER'S TRIGS



MAN, THEY FIT RIGHT!

Not too long, not too short—Carter's Trigs are knit to fit and "give" with your body. You can get Carter's Trigs "longs" in light weight and medium weight cottons, and in no-itch "Innerwool".



BOY, THEY WEAR RIGHT!

Cuffs stay anchored to ankles. Elastic in waist keeps its "life". Boys' Trigs are made exactly like Dad's. No bunching, no binding.



MOM, THEY WASH RIGHT!

Trigs are real work savers. They wash easily, need no ironing! Get them for both of the "boys"—Dad and Son!

Carter's TRIGS
BRIEFS, MID-LENGTHS AND LONGS...ATHLETIC AND T-SHIRTS...AND SUITS
FOR MEN AND BOYS
Needham Heights 94, Mass.

FROM RUARK'S SCRAPBOOK



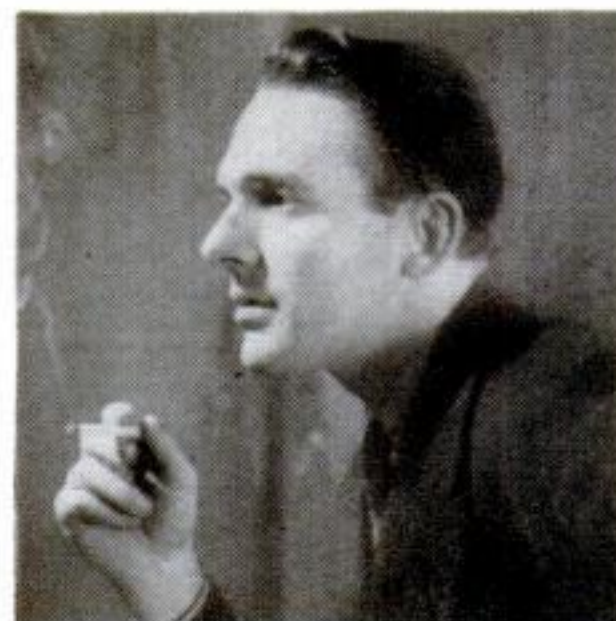
AS A BOY in the South, Ruark learned to cut a twig at one shot.



IN COLLEGE Ruark (right) had no mustache and dabbled in art.



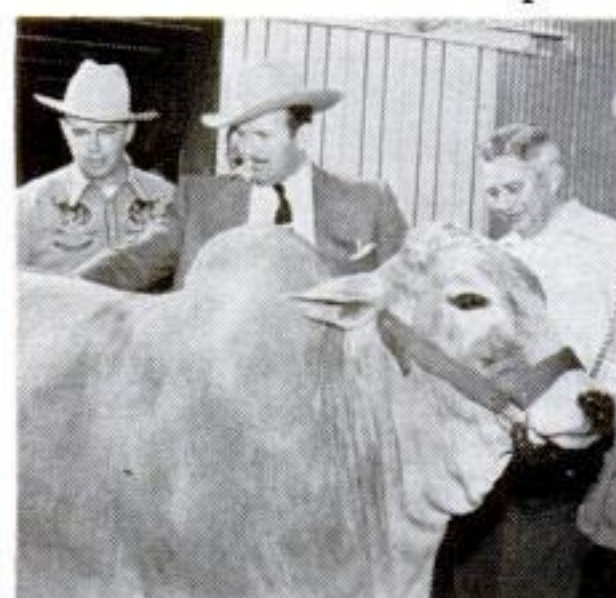
NAVY OFFICER Ruark grew a beard as he planned future career.



"AUTHOR AS YOUNG MAN" is what Ruark calls this old photo.



IN FLORIDA Ruark interviews snake trainer for a future column.



IN TEXAS he gets into reportorial spirit with big hat and Brahman.

RUARK CONTINUED

men who were watching the game from various parts of the grandstand. He managed to flush out a crew, rushed back to the office to help get out an extra and went to bed two and one-half days later, knowing that he had been promoted from the sports department into the more serious side of reporting and editing the news of the world. From then on he was top feature writer and assistant city editor for the *News*.

In this capacity Ruark learned some remarkable skills. The *News*, which was in the unfortunate position of being only the fourth most prosperous of Washington's four daily newspapers, had to operate on a tight budget. The man who went out on a story had to be able not only to gather the facts and find a telephone but also to dictate a complete, accurate and grammatical story to a typist at the other end of the phone. Ruark got so that he could dictate several thousand words a day under high pressure and make them sound as if they had been carved out by a painstaking craftsman with all the time in the world. He also learned to cover everything from tenement fires to presidential inaugurations and from Saturday night stabbings to Supreme Court decisions. He was brash, ambitious, cocky, fast and good.

By the time Ruark went into the Navy in late 1942 he felt with considerable justification that he could do anything a newspaper required, and do most of it with his left hand. At the same time, however, he began to wonder about the career he had chosen. His maximum salary had been \$80 a week, hardly enough to buy all the caviar a man might crave. Although he had had a good following in Washington, and although his paper was owned by the wealthy Scripps-Howard chain, his work had never come to the serious attention of

CONTINUED ON PAGE 69

Simple as A-B-C...world's best Pumpkin Pie!

For the
FILLING...
smoothest, richest
you ever
tasted!



*M-m-m, taste that
real old-fashioned flavor!*



For the
CRUST...
sure-success and
flakiness in
a jiffy!



LIBBY'S

Mary Hale Martin brings you this prize recipe!

Mix together: 2 slightly beaten eggs, 1 1/4 cups Libby's Pumpkin, 3/4 cup sugar, 1/2 teaspoon salt, 1 teaspoon cinnamon, 1/2 teaspoon ginger, 1/4 teaspoon cloves, 1 2/3 cups evaporated milk, light cream, or top milk. Pour into 9

inch unbaked pastry shell. Bake 15 minutes in hot (425°) oven, reduce heat to moderate (350°) and bake 45 minutes, or until knife, inserted in center, comes out clean. (Libby's Pumpkin comes in both 1-pie and 2-pie size cans.)

YES, IT'S THE EASIEST EVER!

It's so easy now to thrill your pie-guy with a flaky-crust, melt-in-the-mouth "punkin"! Lady, you *can't miss* with your favorite pie crust mix and glorious, golden Libby's Pumpkin.

Libby's is *prize* pumpkin from a very special strain of seeds cultivated just to "grow" perfect *pies*! Packed by a unique process that makes it custard-smooth, Libby's gives you just-right consistency every time! No wonder it's preferred by so many good cooks!

Libby, McNeill & Libby, Chicago 9, Ill.

Cannon's Christmas Carnival!

Whirligig Iced with gay fancy-work, and beneath the frosting—soft, fluffy Cannon beauties to brighten her eye! 1 bath towel, 2 face towels, 2 washcloths at a price that's a surprise—about **3.25**

Sleeping Stars —for all the nights after Christmas, Cannon's new Combspun Percale Sheets in half a dozen "Water Colors" scalloped with white! A set of 2 pillowcases costs as little as 2.95, or a sheet and 2 cases—about **7.95**

Scrolls 'n' Scuffs Merriest idea of the holidays, towels with scuffs to match—all in one impressive swoop! 2 bath towels, 2 face towels, 2 washcloths—and sure-fire for a kiss under the mistletoe! about **6.25**



A Tisket, A Tasket — a dainty terry-basket to swing on a branch of somebody's Christmas tree! Carries 2 bath towels, 2 washcloths, and a bargain price-tag! about **2.25**



Butterfly Box Give wings to your season's greeting with this ensemble of towels she'll use for years! 2 bath towels, 2 face towels, 2 washcloths — about **4.25**



Treasure Chest It holds a queen's ransom of lovely Cannons, and she'll use it later for hosiery or gloves. The towels are treasures, too—and they'll wear like jewels! 2 bath towels, 2 face towels, 2 washcloths— about **5.25**



Towels • Sheets • Stockings • Blankets



Grand Illusion A real glamor-gift, these "glass" Cannons tucked under it with a flourish to the fairest lady on your Christmas list! 2 bath towels, 2 face towels, 2 washcloths— about **8.25**

Ready for **WINTER ?**



INSTALL NEW

CHAMPION

SPARK PLUGS



A—Alka-Seltzer...

take it at once as directed.

B—BE CAREFUL; avoid drafts, get plenty of sleep; eat wisely.

C—COMFORT the raw, raspy throat which often accompanies a cold by gargling with Alka-Seltzer.



270 MILES FOR \$1.68

Drive the smart Crosley Sedan, the brand new car that costs less to buy and drive than a high upkeep used car. Hundreds of improvements including Hydralisc (airplane type hydraulic) Brakes and Crosley engine with new CIBA (cast iron block). Seats 4, operates for about 1/2 as much as other cars. Here's a typical owner's report:

Troy Lee Woody, Logan, W. Va., on a 270 mile trip averaged 44 miles per gallon of gasoline. Trip cost only \$1.68—about the price of a phone call.

For free literature on all 6 money-saving models, write name and address on margin of this ad, tear off and mail to Crosley Motors, Inc., 2530-EM Spring Grove Ave., Cincinnati 14, Ohio.

CROSLEY
A FINE CAR
You see them everywhere!



They Never Say "NO" to EMBRO!

Embro POP CORN



Extra egg makes the difference!



Made from a famous old-time New England recipe, Mayflower donuts melt-in-your-mouth. Always ask for...

mayflower FRESH DONUTS



RUARK CONTINUED

chain executives who were in a position to hand out big money to syndicated writers and pundits. He had once received a telegram from Roy Howard, head of the chain, complimenting him on a feature story he wrote on General Patton early in the war. He had also been told that once on a visit to the *News* office Howard thumbed through the day's edition, found a half-column cut of the Ruark face decorating a sports column and was moved to ask, "Is this young man as silly as he looks?" (This story is probably apocryphal, the invention of jealous colleagues.) But there was no reason to think that Howard, or anybody else with the power to tap the company treasury, really remembered his name or had any great plans to enrich him.

After three years of serving on convoy ships and Navy public-relations staffs all over the Atlantic and Pacific, Ruark returned to civilian life with a battle plan. He was going to make a splurge, and he was going to do it "by throwing the world's biggest stone at the world's biggest greenhouse." He searched three weeks for the greenhouse and finally found it—American women. "The women had been waiting for the men to get back from the war and the men had been waiting to get back to the women," Ruark explains, "and now romance was sproutin' all over the place. The women especially were feelin' real glamorous—so I figured that the first s.o.b. that came back and sneered at 'em was likely to get some attention."

He sneers at women

HE sat down and sneered out a story. He claimed that American women in their postwar fashions looked like "something Salvador Dali might muster up after a midnight snack of raw onion and Welsh rabbit." Their hair was "clubbed into a nauseous bundle and hung down the neck like a sackful of mud." They "slopped around in heelless ballet slippers that endowed their walk with all the winsome grace of an Okinawa coolie." Their hats resembled spittoons, ash trays or laundry bundles. They affected "purple lipstick and four-inch fingernails" that were enough to drive a man right back to the foxholes.

Bang went the stone, and the crash of glass could be heard around the country. The American male, who seldom dares raise his own voice in criticism of how his wife or sweetheart decides to display her charms, had found a champion. The girls had found a villain, and yet in their perverse way they seemed to be more titillated than angry. Ruark got 2,500 letters and a telegram from Roy Howard predicting that he would become "God's greatest gift to Scripps-Howard circulation managers." Soon he had his own column and was gaily tossing stones at juke boxes, baseball players, costume jewelry, tailcoats, Scotch on the rocks and any other subject likely to provoke violent argument either pro or con.

"I don't give you any of that 30,000-feet-in-the-air punditing," Ruark explains. "Maybe I'll give you some labor talk on a day when they're picketing the little restaurant across the street from me, or I'll give you sports when I know something about them and a Joe DiMaggio or a World Series is in the news. But mostly I'll give you boys, girls, men, women, dogs, alligators and strip-teasers. After all, you got to remember, what business are you in?—and I figure my primary purpose is to sell some newspapers. Once I heard a kind of a dirty joke about the new French or Bikini bathing suit; I toned it down a little and said the suit looked like it was made from two Band-Aids and a penwiper. I got more letters on that Bikini bathing suit than Lippmann will get all next year."

At the start Ruark believed, as his more envious acquaintances still do, that writing a column was the world's easiest way to earn a lot of money. But as the months have gone by he has learned—as all columnists do sooner or later—that those 650 words a day, day in and day out, eat up a frightening number of subjects, angles and approaches, not to mention similes, metaphors and jokes. He figures that he now works approximately every minute from the time he gets up at noon until he goes to bed at 3 or 4 a.m.—reading the newspapers for ideas, running down news tips, interviewing his subjects, racking his brains, discarding the bad ideas, embellishing the good ones and finally sitting at his typewriter. "That business of writing a column in a half hour sounds good," he complains, "but it's like saying you can have a baby in just a half hour on the delivery table. It's the gestation period that makes your teeth fall out."

A 650-word column five days a week 50 weeks a year adds up to 162,500 words—plus perhaps another 100,000 expended in false starts, columns that turned out to be turkeys and columns rejected by editors. "All those words," Ruark reminds himself, "have got to be pleasin' to Methodists, Baptists, Catholics, Negroes, Jews, Republicans, Democrats, Communists, old people, young people, Westerners, Easterners, Southerners, Texans, male people and female



I got **117%** in my test

at **Massachusetts Tech**

That was a big strength test of all the shoe leathers. I got 117%, Kid got 100%, and Calf got 85%. Yes, Sir, weight for weight,

kangaroo

LEATHER

is the strongest there is, and at the same time it's supple and soft as Kid, and the lightest thing on two feet.



kangaroo makes the kind of shoes that you can forget you're wearing. That's why athletic shoes are made of it. The Kangaroo shoes that will take your mind off your feet are smart looking, and available in fine stores the country over. Ask for them at your regular shoe store, or write for informative booklet with list of manufacturers of shoes of comfortable Kangaroo.

MEN •

It's **KANGAROO** for the very best shoes for you.

KANGAROO TANNERS
216B Tremont Street, Boston 16, Massachusetts

CONTINUED ON NEXT PAGE



Get in **SOLID** this Christmas

with Willett **SOLID** Maple
or Cherry Furniture

Mother, sister, daughter, spouse,
Or anyone who has a house,
Will love you all the years to come
For being like a fox, that dumb;
For choosing **SOLID** Willett cherry,
With maple making Christmas merry.
Enduring beauty, time can't kill it;
To daughter's daughter proudly will it.



Barrel chair, \$124.00

Drop leaf
table,
\$69.00



Console table,
\$88.25



Fireside rocker, \$72.50



Coffee table, \$72.75



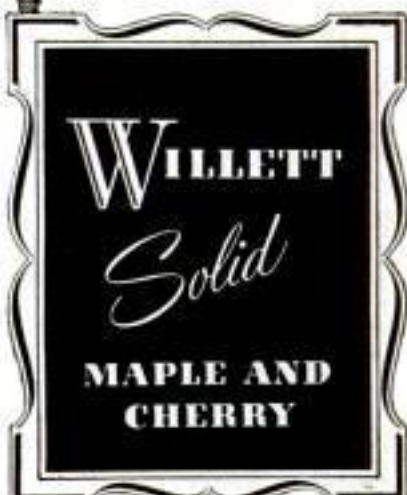
Occasional table,
\$38.75

Pembroke
table,
\$45.00

Empire
chair,
\$28.25

Prices are approximate

America's largest
maker of solid maple
and cherry furniture
for living room, bed-
room, dining room



CONSIDER H. WILLETT, INC.,
LOUISVILLE 11, KENTUCKY

RUARK CONTINUED

people. They got to be inspirational, educational, sarcastic, funny, serious and full of zip. And they got to get past editors who might have mortgages, ulcers, wives, labor trouble, sick children, parking tickets and an overdraft at the bank."

When he is on the road Ruark figures that he works a 60-hour week—at such chores as catching planes, sending out laundry, riding taxis, packing, unpacking, finding hotel rooms, dining with his editors, getting passports, passing through customs and exchanging his money in the black market—before he can ever get around to the business of researching and writing his column. He also complains that modern society places a terrific burden on the columnist's pocketbook and digestive system. ("When you meet somebody you have to meet him at a ginmill. Where else can you go?") Sometimes he gets to feeling real sorry for himself and wishes he were in what he calls the "cosmic column dodge." ("There you can write about the atom on Monday, the cold war on Tuesday and the British pound on Wednesday, and then start over again.") Or even sports. ("You can give 'em DiMaggio until it runs out of their ears.") As it is he has to try to stay right behind the news, picking out subjects which are of current interest all over the country and amplifying or finding a trick angle on them. Some of his best columns, reprinted in his new book in revised and updated form, were on the Lana Turner wedding, Tallulah Bankhead's suit against the Prell shampoo radio commercial, Mae West's comeback in *Diamond Lil* and the election of Harry Truman—on which he made a lot more sense than some of the more sententious commentators.

The strain of finding timely topics and dressing them up in the trick verbs, conceits and figures of speech that make up the Ruark style sometimes gets almost inhuman. It is a great tribute to Ruark's energy and imagination that he can be so consistently amusing to so many people day after day—and even six months later in a book—or, as a matter of fact, that he can find 250 subjects a year without resorting to such whipping boys as Lippmann's atoms or Pegler's unions. He earns the caviar, the oversized bed and the \$100 bills, and he knows it. Indeed he has worked up quite a lecture for the jealous people who accost him in barrooms. "Naturally there are days when the piece is no damn good and you know it," he says by way of a disarming gambit; "but it's the best no-good piece you could write that day. If you're a columnist who wants to be entertaining, what are you supposed to do in a week when the news is nothing but a coal strike, a steel strike and a Senate hearing on the excess-profits tax?" Then—likely as not while reaching for another Scotch on the rocks and speculating with half his mind whether the undiluted drink is ripe for another tirade—he warms to his subject and adds, "Or what do you do on a day when you've got a terrible hangover, no ideas, a three-hour editorial conference, a bad cold, you mislay your notes, three of the leads you're following blow up, it's raining outside, you can't get a cab, the dog has to be taken to the veterinarian, the mortgage is due, the baby's crying and your wife breaks a leg?"

This lecture is delivered with such sincerity and pathos that it melts all but the most stonyhearted critics. An acquaintance who heard it recently said, "I almost went home in tears and figured I ought to write a letter to Bob's boss or something. It wasn't until next day I happened to think that Bob hasn't got a mortgage, hasn't got a baby and his wife never broke a leg in her life. For all I know, the lucky devil never even had to take his dog to the vet."

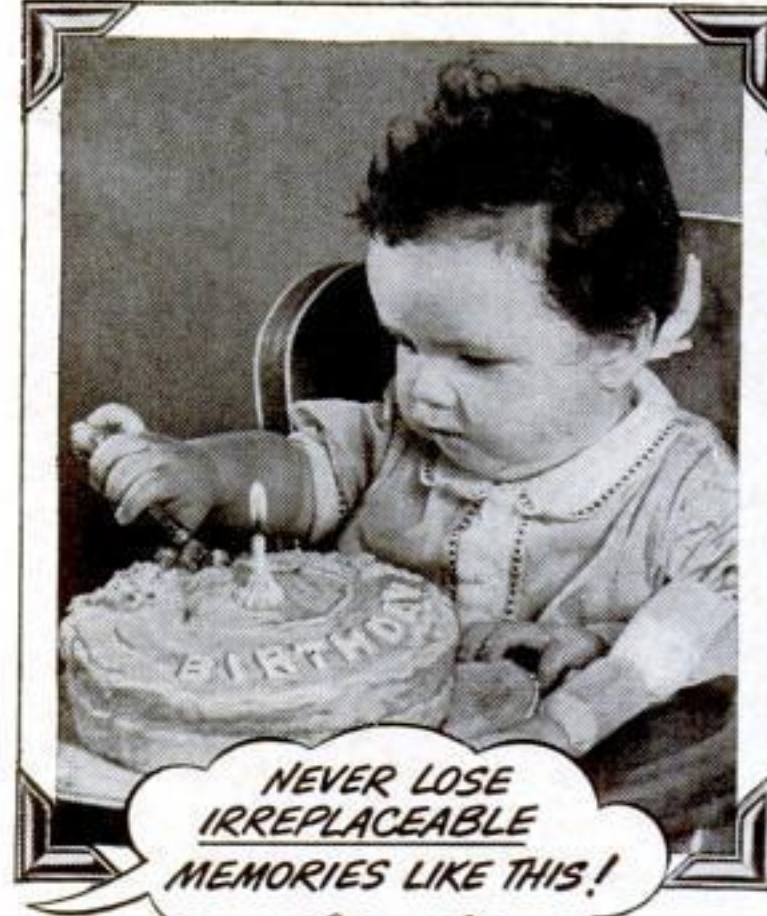


AT COSTELLO'S BAR, a favorite hangout in New York, Ruark trades philosophical profundities with Owners Joe (tending bar) and Tim Costello (right).



PRECIOUS MEMORY!

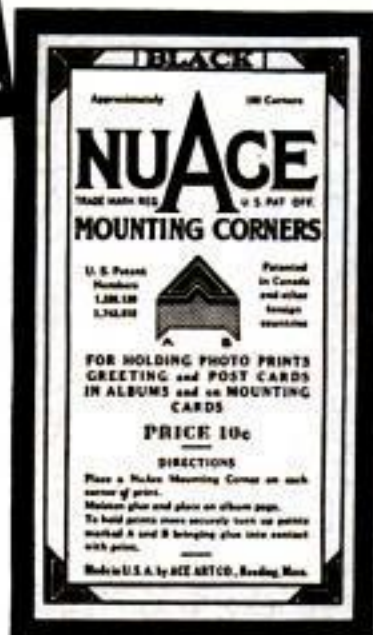
"Bobbie's first
birthday!"



NEVER LOSE
IRREPLACEABLE
MEMORIES LIKE THIS!

MOUNT YOUR SNAPSHOTS with...

Sticks quick! Stays stuck!
Thanks to NuAce super
adhesive! Best for stamp
mounting. Best for card
mounting. Package of 100
for 10c. 12 colors &
transparent! Get NuAce
Mounting Corners today!
At stores everywhere!



Ace Art Company · Reading, Massachusetts

NOT A HOLLOW TUBE

A real filter to
give you dryer
cooler, cleaner
smoking



Patented,
Replaceable
Filters
10 for 10c

Absorbent filters in Medico pipes and holders
have 66 baffles that stop flakes and slugs...
absorb juices... reduce tongue bite...
give you the utmost in smoking pleasure.

MEDICO V. F. Q. (VERY FINE QUALITY)
Specially selected imported briar Pipes. \$2
Wide variety of shapes. With 10 filters... 2

Also Frank Medico "Standard"...
America's Outstanding Dollar (\$1) Pipe
Frank Medico Cigarette Holders \$1 & \$2

MEDICO
FILTERED SMOKING

S. M. Frank & Co., Inc. • Fifth Avenue, New York 22
ALL MEDICO PIPES NOW MADE OF
PRE-WAR QUALITY IMPORTED BRIAR



*Head of
the Bourbon
Family*

Give Yourself the Best of it

Sometime when you feel that you owe yourself something special, call for Old Grand-Dad. Let its mellow, heart-warming flavor tell you why bourbon has become America's favorite whiskey—and why Old Grand-Dad has long remained the Head of the Bourbon Family.

National Distillers Products Corporation, New York, N. Y.



100 PROOF



OLD GRAND-DAD



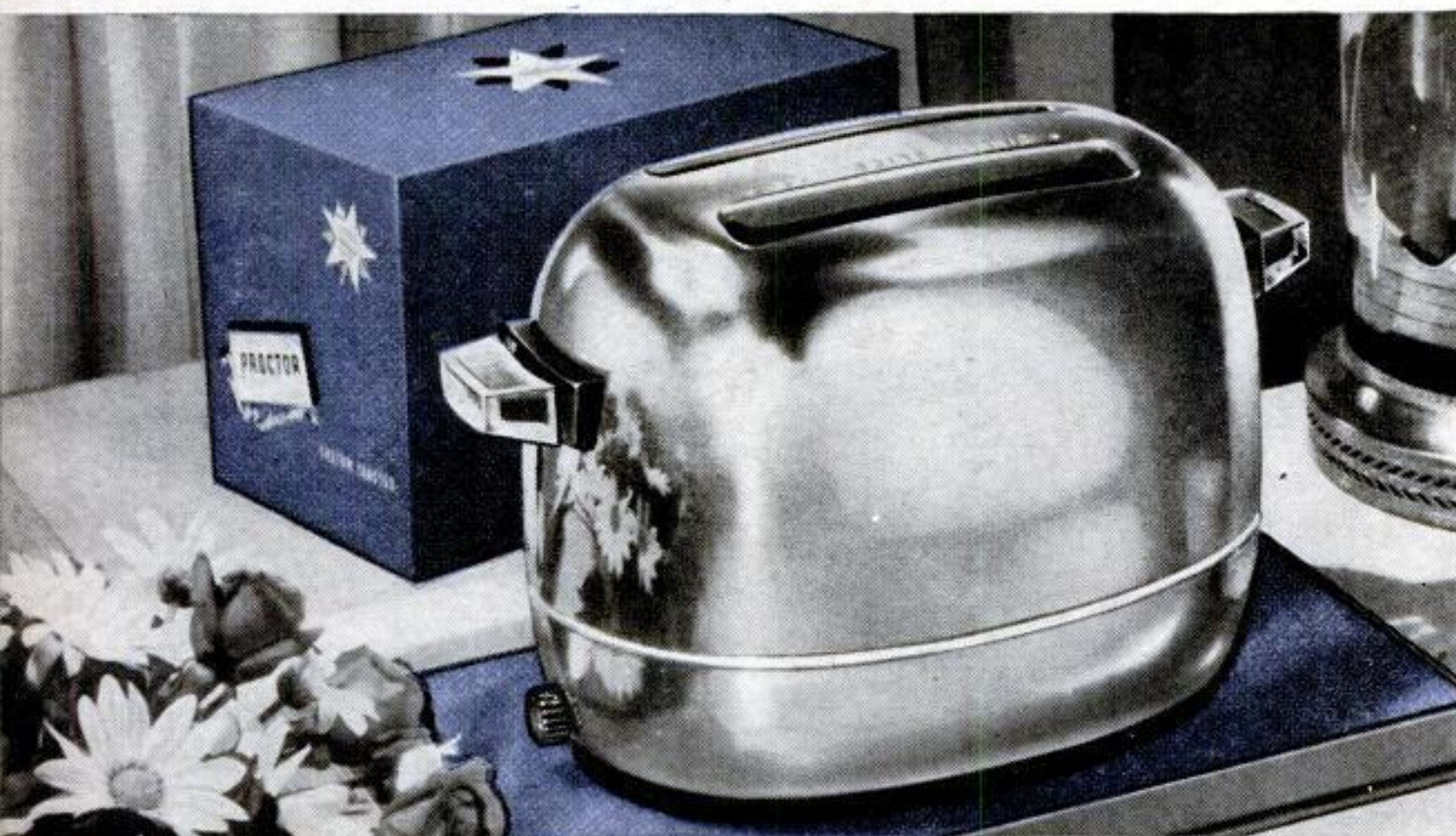
"We're Proctor-happy here in Hollywood!"

Says
RHONDA FLEMING
Co-starring in
"THE GREAT LOVER"
A Paramount Picture



Snack Time is Proctor Time. With her Proctor Custom Toaster in a supporting role, glamorous Rhonda Fleming plays gracious hostess to Hollywood's elite. Guests admire its rich, lustrous simplicity

...and the amazing toast making precision of its "Color Guard" Control—so accurate that the Proctor will actually rewarm cooled slices automatically without over-browning them.



Beauty and Fine Performance count in Hollywood...made this Proctor the choice of Hollywood stars. Richly simple lines, set off by a narrow ornamental band... crystal plastic handles... all so easily kept sparkling. There is a

wide range of color settings... concealed crumb tray slides out like a drawer. Beautifully packaged to make a gracious gift. Price \$22.50, Standard Model \$15.95, Federal Tax incl., Proctor Electric Company, Phila. 40, Pa.



"COLOR GUARD" TOASTER



NEVER-LIFT IRON



CHAMPION IRON



HI-LO IRONING TABLE

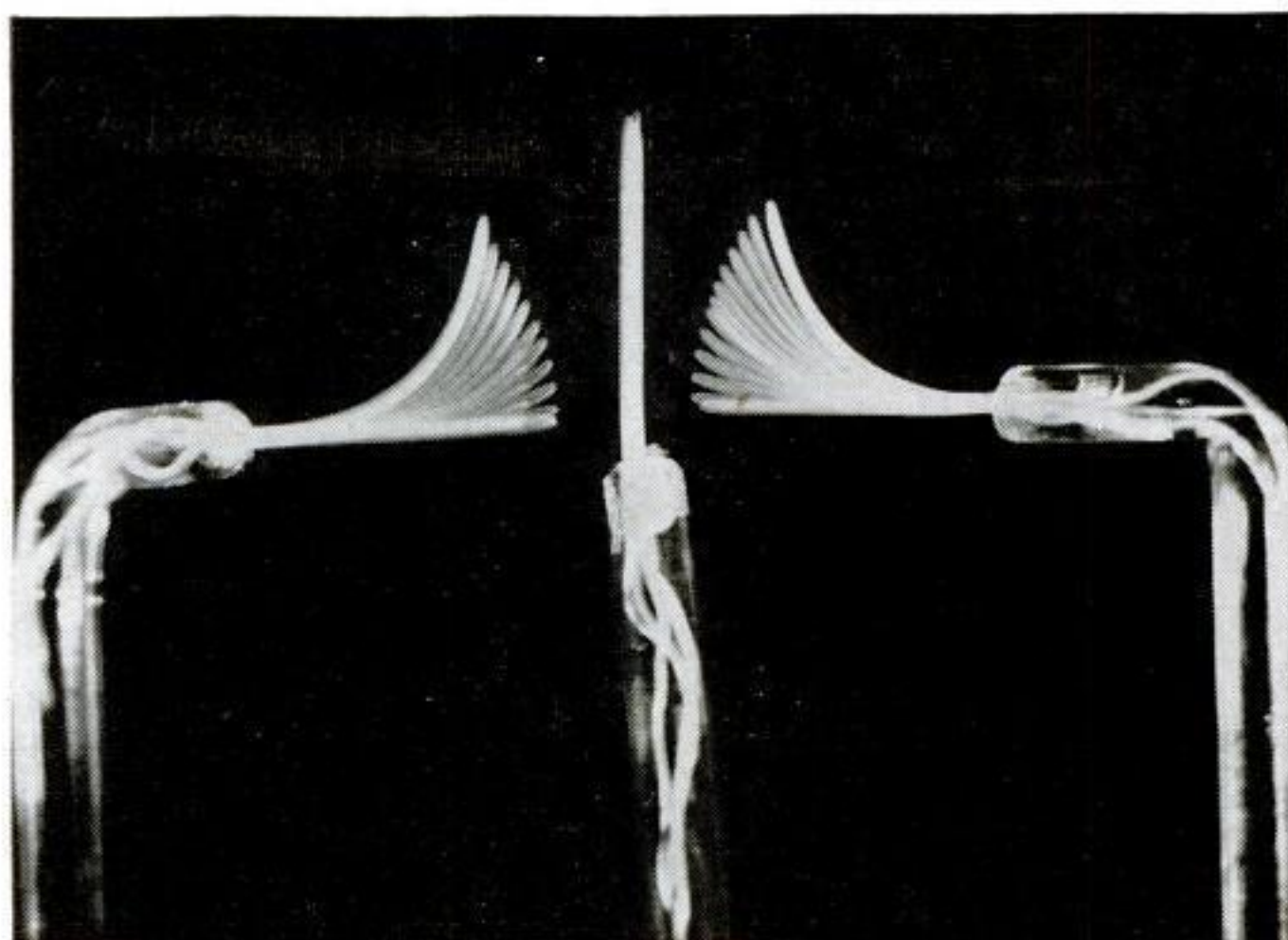


ELECTRIC BLANKET

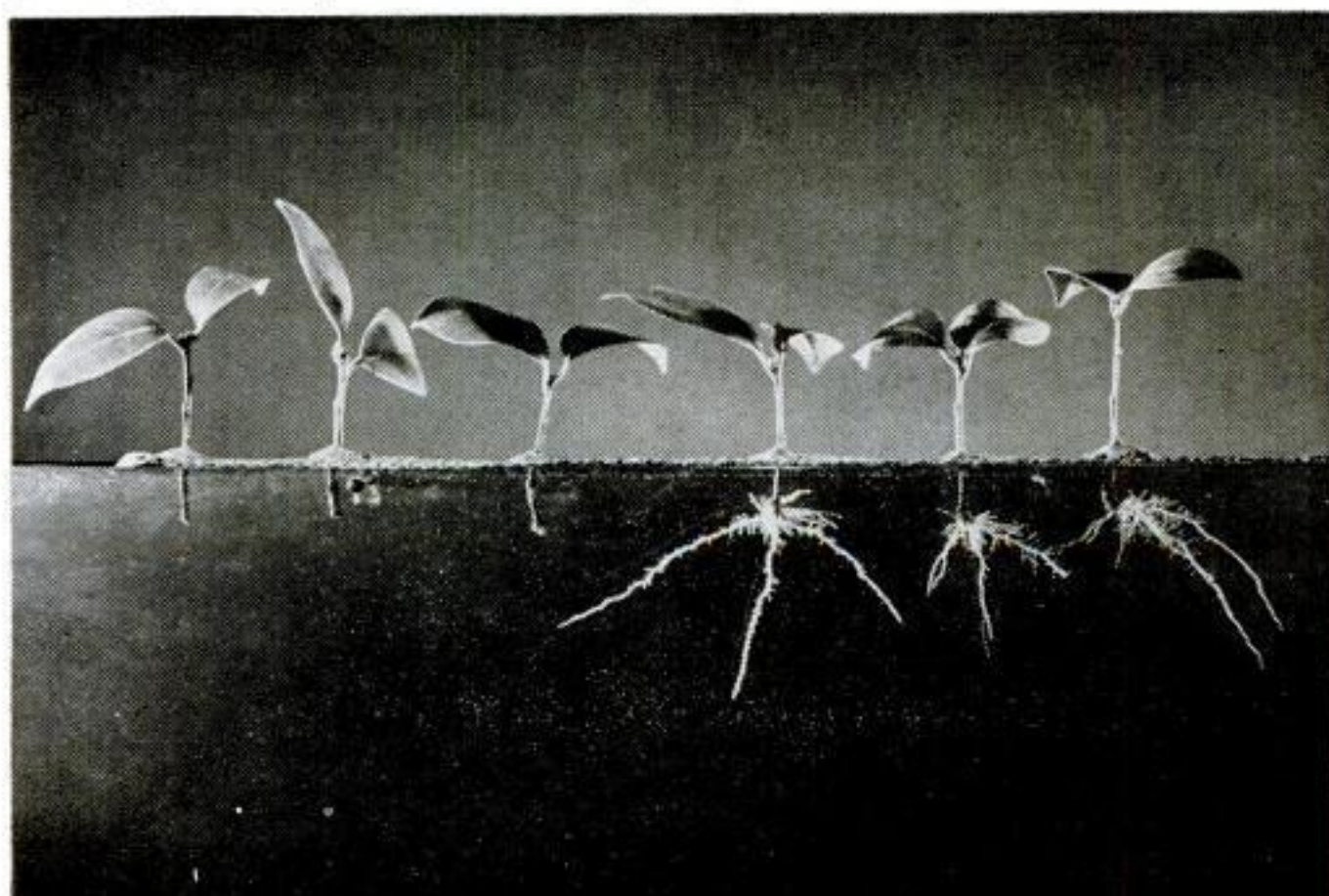
PROCTOR®

*Choice of
Hollywood Stars*

Plant Hormones CONTINUED

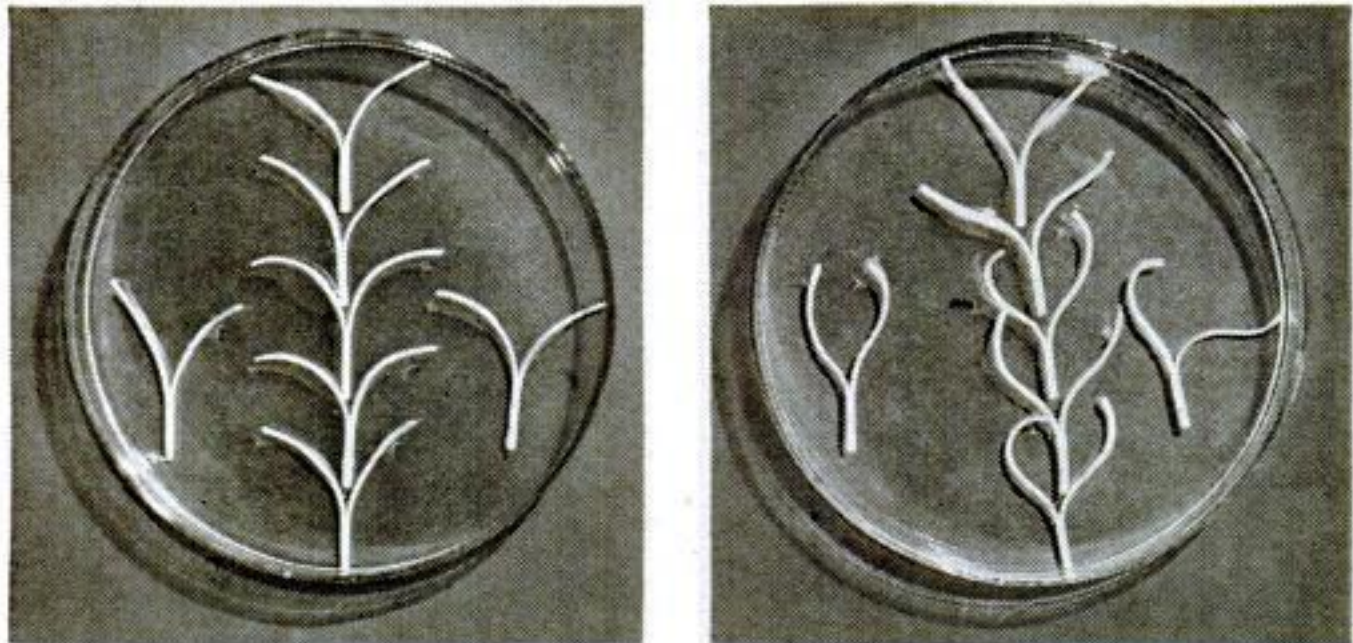


PLANT BEHAVIOR, which has long mystified scientists by its suggestion of intelligence, can now be explained as simple mechanical reaction. The tendency of a seedling to turn and grow upward when held horizontal (shown in multiple-exposure photograph at top) is caused by the settling of growth hormone into underside of the stem which makes underside grow faster and the stem bend vertically. The plant bends toward light (*above*) because light destroys growth hormone in the side nearest it so that the plant's far sides grow faster. Only the growing parts of a plant can react to gravity or light. The other parts are fixed.

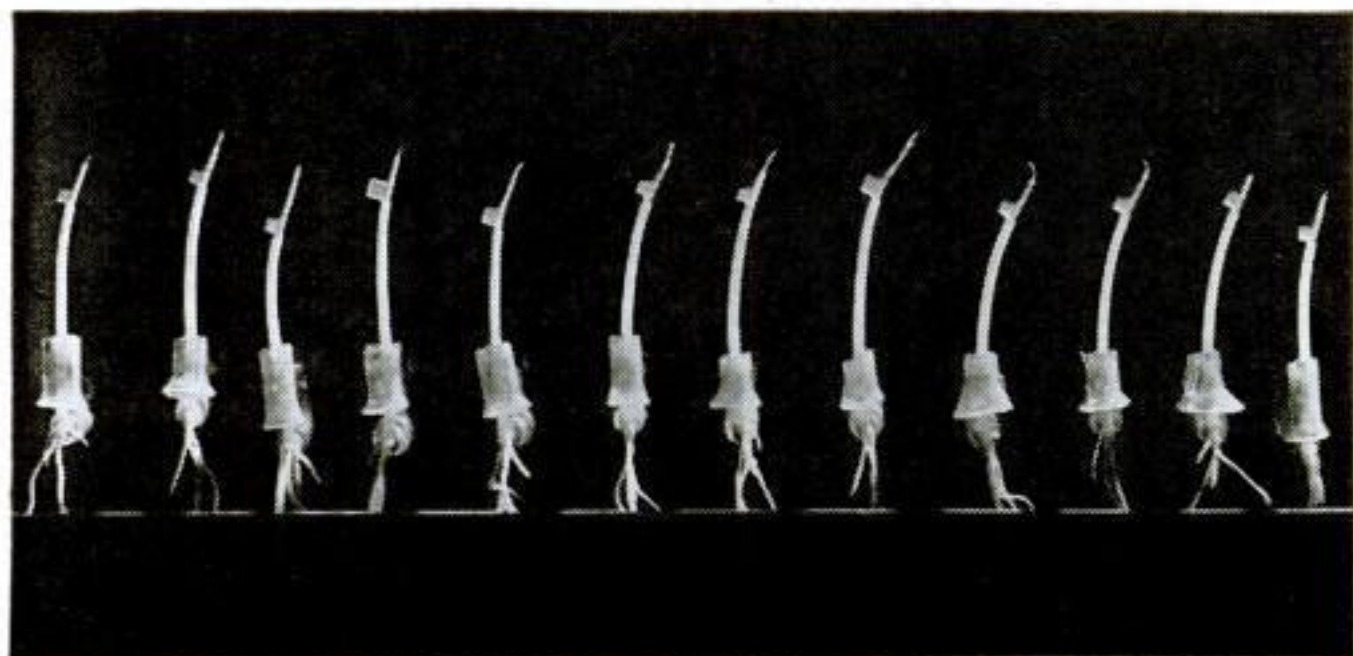
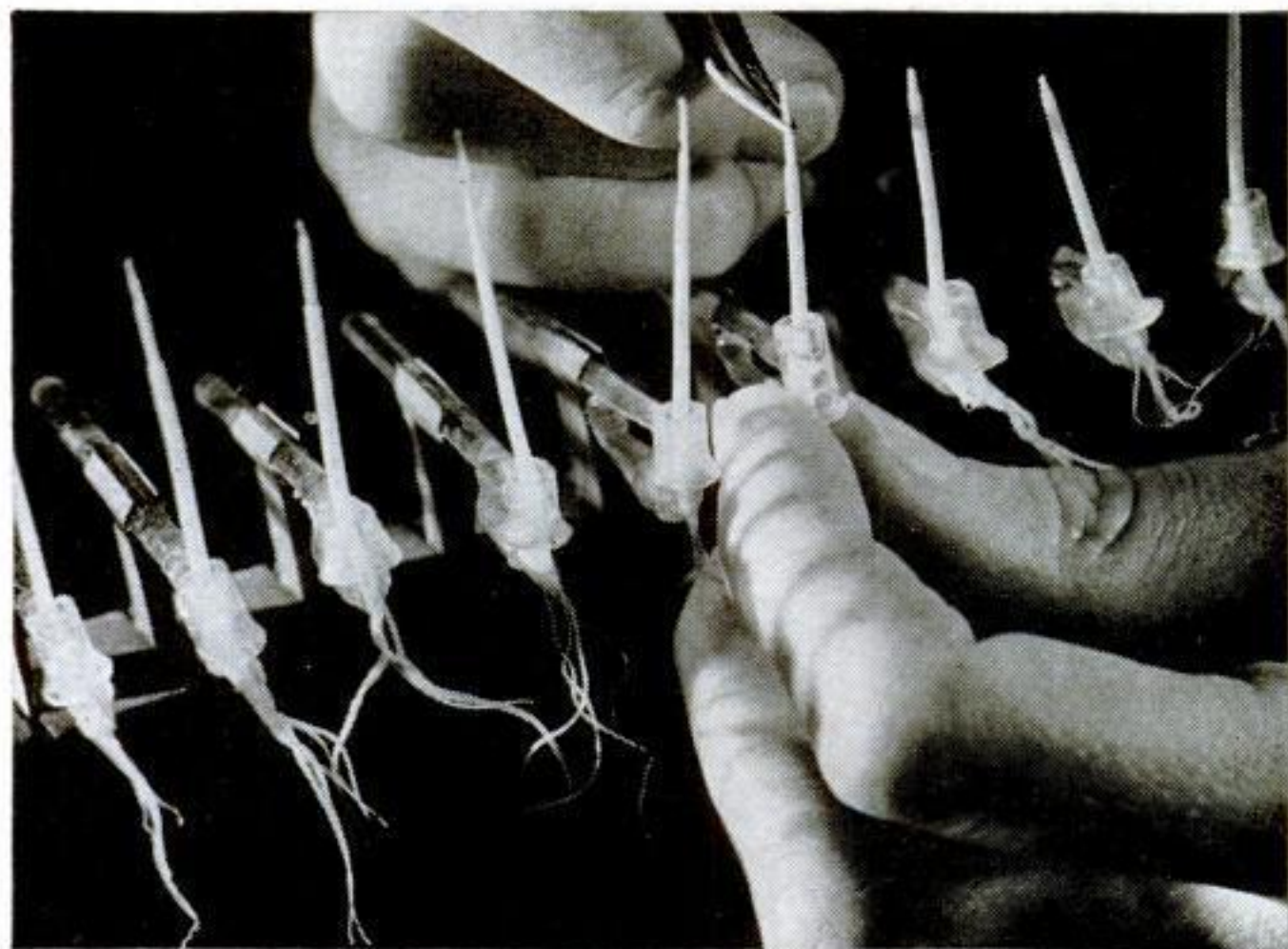
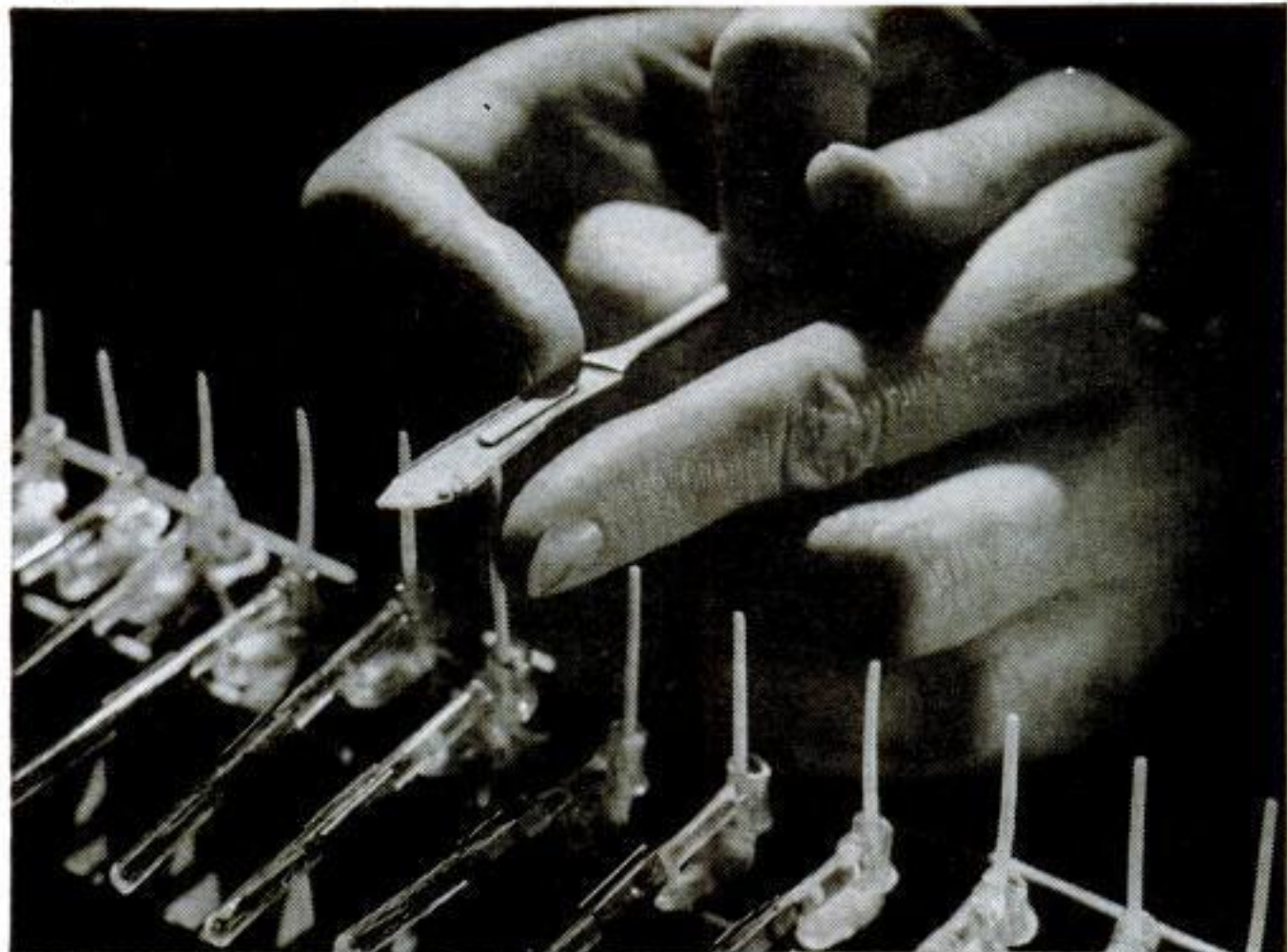


PLANTS TAKE ROOT (*right*) after the bases of the stems have been treated with growth hormone. The untreated camellia cuttings (*left*) develop no roots.

Plant Hormones CONTINUED



PEA TEST measures effectiveness of hormone solution. Pea seedlings, decapitated to eliminate the natural flow of hormone from their tips, are split down the middle and placed in dishes containing water (*left*) and hormone solution (*right*). Seedlings in the water remain unchanged, but after a few hours those in the hormone solution bend inward. Bending occurs because hormone acts only on the undamaged outer surface of stem, causing outside to grow faster.



OAT TEST is also used to measure potency of synthetic growth hormone. Oat seedlings, growing in nutrient solution in individual glass tubes, are deprived of their hormone-producing tips so that they can no longer grow (*top*). Then the core of the stalk is pulled out with tweezers (*center*), and a tiny block of agar containing a known amount of growth hormone is attached so that it rests between the cut surface and pulled-up core. The hormone in agar block promotes growth only in the side of the stem to which it is attached. Therefore the stems curve (*bottom*), and the amount of the curve indicates the hormone's potency.

CONTINUED ON NEXT PAGE

only

tissue



SO SOFT
made with Celaluxe!

SO PURE
washed in drinking-pure water!

SO STRONG
strong in both directions to hold the hardest sneeze!





Everybody knows the



sign of good coffee



Products of General Foods

Ah—relief in sight! Even the longest moments seem brighter when there's a promise of good coffee just around the corner. And Maxwell House is so extra good. Every true coffee lover looks forward with the keenest pleasure to its finer flavor... its richer fragrance. There's always complete coffee drinking enjoyment in every cup. No wonder Maxwell House has so many friends. No wonder it's bought and enjoyed by more people than any other brand, at any price! Everybody knows—it's truly "Good to the Last Drop!"

TUNE IN . . . "Father Knows Best". . . delightful family comedy starring Robert Young . . . NBC, Thursday nights



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

Englander

AMERICA'S MOST LUXURIOUS MATTRESS



GOOD YEAR

THE GREATEST NAME IN RUBBER

2 great names combine to bring you an

Beautifully styled by Raymond Loewy Associates.

Airfoam^{*} mattress

**... at a new low price
with a 20-YEAR Guarantee!**

Now . . . an Englander Mattress
made of Goodyear's Airfoam for **\$59⁷⁵**

Until today, Airfoam has been that modern cushioning miracle you *wished* you could afford. Sleeping on Airfoam is like sleeping on angel cake. Millions of tiny air cells soothe you, cool you, cuddle and comfort you. So light and floaty that a child could turn an Airfoam mattress—only it never needs turning! Never sags, flattens or hollows. Sanitary, dustless and non-allergic. What more could you ask for except this new low price—possible only because Englander and Goodyear have teamed up to bring you the blissful luxury of Airfoam at the cost of a conventional mattress!

**When used with Englander's special
Red Line† Foundation, both mattress and
foundation are guaranteed for 20 years**

Box springs are built to use with innerspring mattresses. An Airfoam mattress needs a *special* foundation. Englander engineers have developed a special Red Line foundation, which adds to the comfort and lengthens the long life of this Airfoam mattress. So scientifically matched are they that we guarantee them for 20 years, when used together.

Both for the price of a conventional **\$119⁵⁰**
mattress and box spring—

All the proof you need. Just press down on Airfoam. Feel how it molds itself to your hand, responds with a gentle, buoyant "uplift." Airfoam keeps that resiliency for life. Never packs. Never hardens. Isn't Airfoam just what you've been waiting for?



No other foundation looks like this inside. Joined only through the middle by flexible steel bands, each spring in the upper half is free to adjust individually to your every move. The lower part acts as a unit, supports your body in the healthful manner doctors recommend. Other Englander Red Line mattresses and box springs (twin or full size) from \$39.75 to \$79.75.

in mattresses . . .

*Only in an Englander can you get
Airfoam by Goodyear*



†T.M.—The Englander Company, Inc.

*T.M.—The Goodyear Tire & Rubber Company



RUNNER GETS TORCH FROM GENERAL MARK CLARK

DETROIT'S TORCH LIGHTS THE WAY

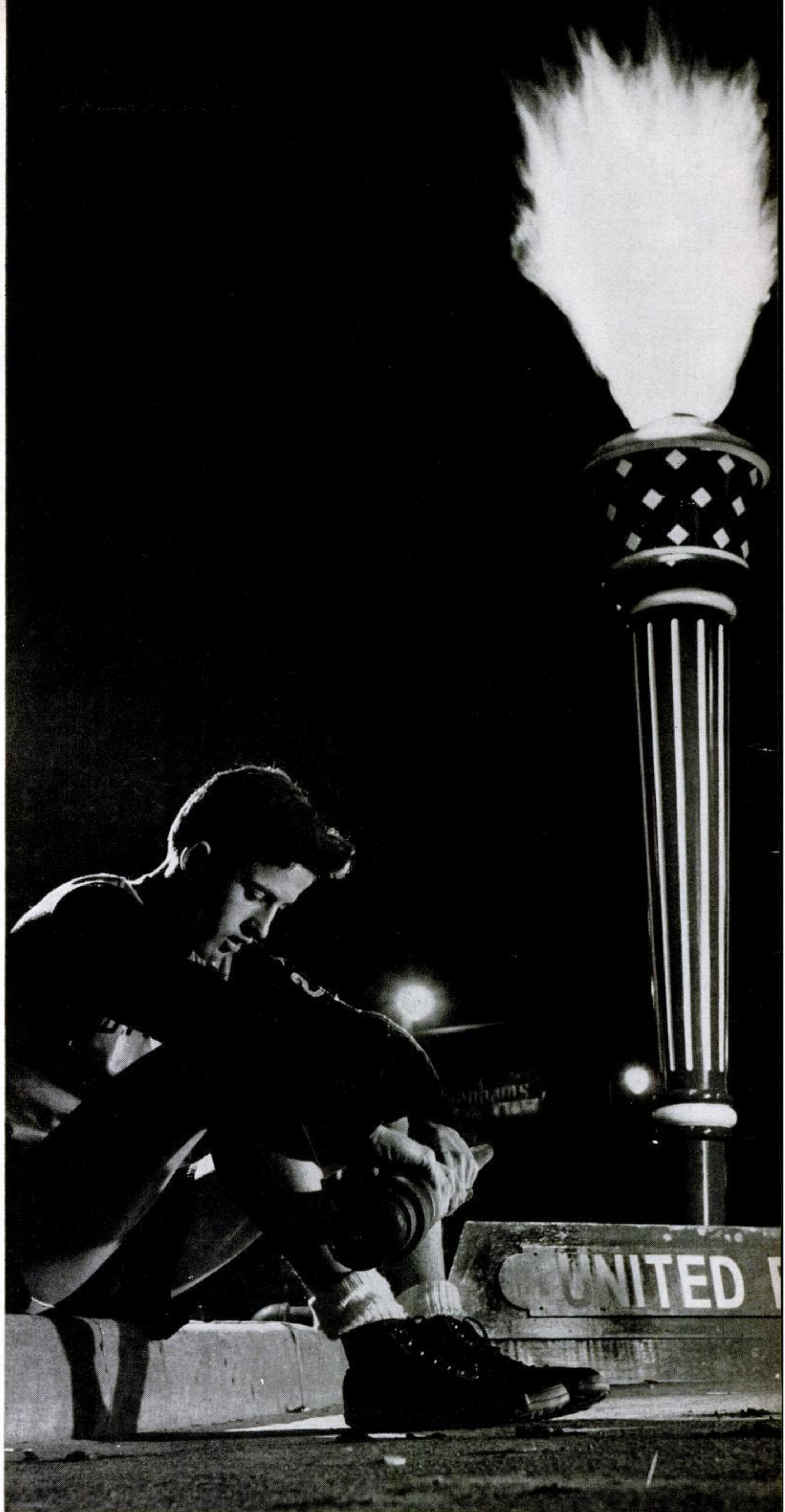
U.S. charities seek \$185 million

As October ended, Hallowe'en kids on the front porch saying "Trick or treat" made only a faint sound compared to the great concerto for 41 million doorbells, played across the land by almost two million Community Chest workers, collecting money from neighbors to help other neighbors. In some areas the drive had not yet begun; in others it was finished, with early reports indicating that over-all receipts would run close to a hoped-for \$185 million. (Record: \$221,272,950 in 1945.)

Because Community Chest represents a union of charities—and hence relief from year-round solicitation—the idea has spread to 1,250 towns and cities since the first federated fund was raised in Cleveland in 1913. With one gift a donor aids everything from his local hospital to the Girl Scouts. But in many cities even this consolidation has proved insufficient. Last year in Detroit there were no fewer than 50 charity drives in addition to the Community Chest. This year Detroiters reconsolidated with a will. They lumped together all of the Chest's 125 component agencies, plus 18 others, as beneficiaries of a single United Foundation "Torch" Drive. On the night of Oct. 18, while a huge torch blazed before the city hall (*opposite page*), and while General Mark Clark (*above*) passed smaller torches to runners who carried them to the suburbs, the drive began. Even the Red Cross, which has traditionally remained aloof from united campaigns, joined in. By Nov. 1, midpoint in the drive, 52.3% of the goal of \$8,550,000 had been collected.

Whether and how soon other big cities would follow Detroit's example was still undecided. The top officers of the Red Cross were scheduled to meet with their new boss, General George Marshall, on Nov. 12 to determine whether to join other united drives. But for the average American among the 20 million who contribute to the drives, further consolidation seemed apart from the real business now at hand. In the big doorbell concerto everyone discovered again that it was very pleasant to say "Hello" and "Thank you" to his neighbors.

←HUGE TORCH LIGHTS UP DETROIT'S CITY HALL



HIS MISSION ACCOMPLISHED and his torch out, runner in suburban Dearborn pants beside torch which

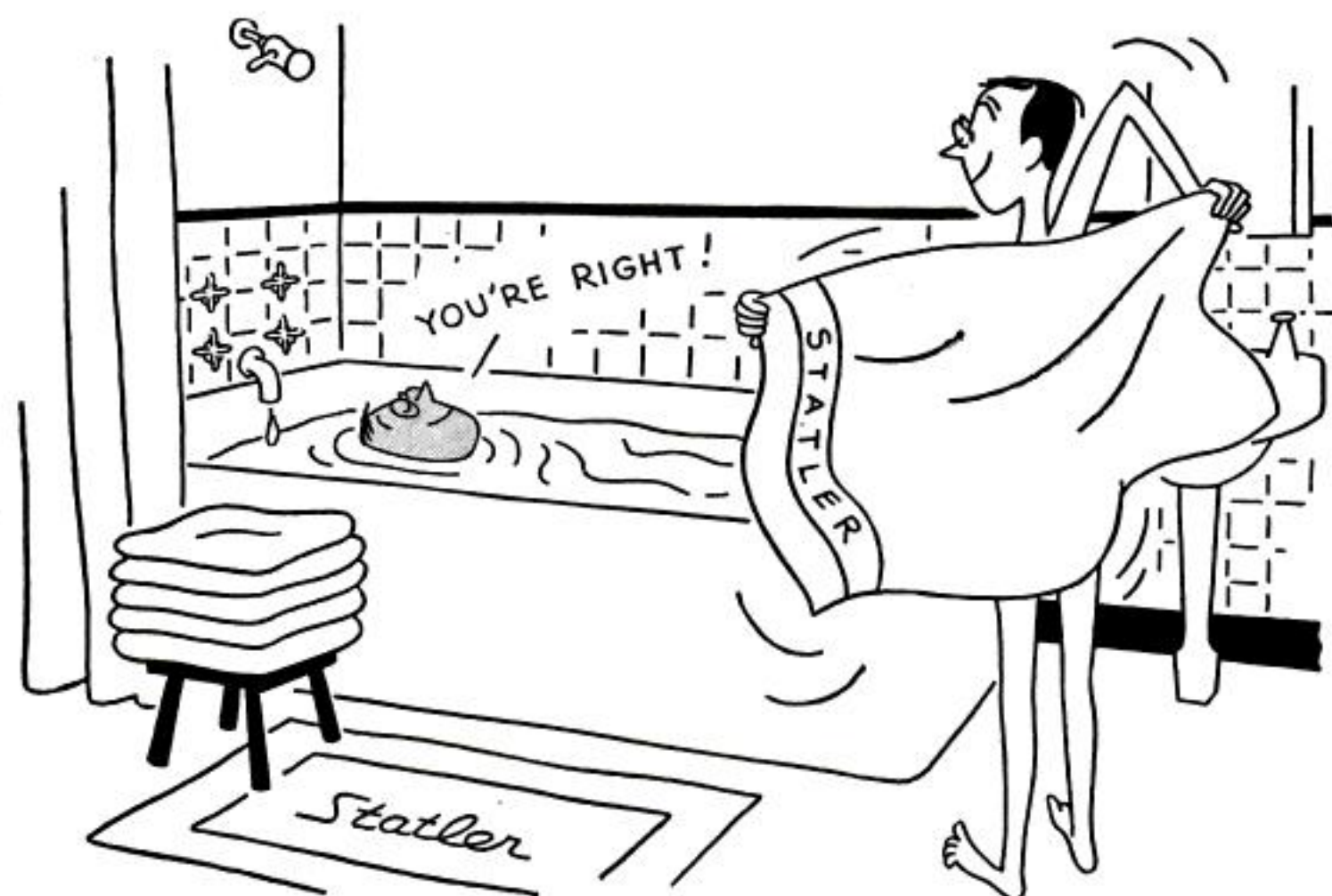
will burn during drive. Because of long distances, runners began and finished on foot, covered most ground in cars.



1. Psychic Sid, Psychiatrist, was feeling none too fit;
His overwork had caused his personality to split!
"I am two people," Sidney said. "We'll both go take a rest
At friendly Hotel Statler, where you really are a guest."



2. "I really want a good night's sleep," the Psychic Sidney said.
"My bad half, psychologically, is just opposed to bed."
"Not Statler beds!" the bad half cried. "I'm not *that* silly, Doc.
Eight hundred springs and more will help us *both* sleep round the clock."



3. "The worried mind," Sid smiled, "will find the Statler bath a spot
For healing relaxation in a tub of water hot,
With snowy towels, piles of soap, the dark soon turns to light!"
His naughty self slid in the tub and whispered: "Doc, you're right!"



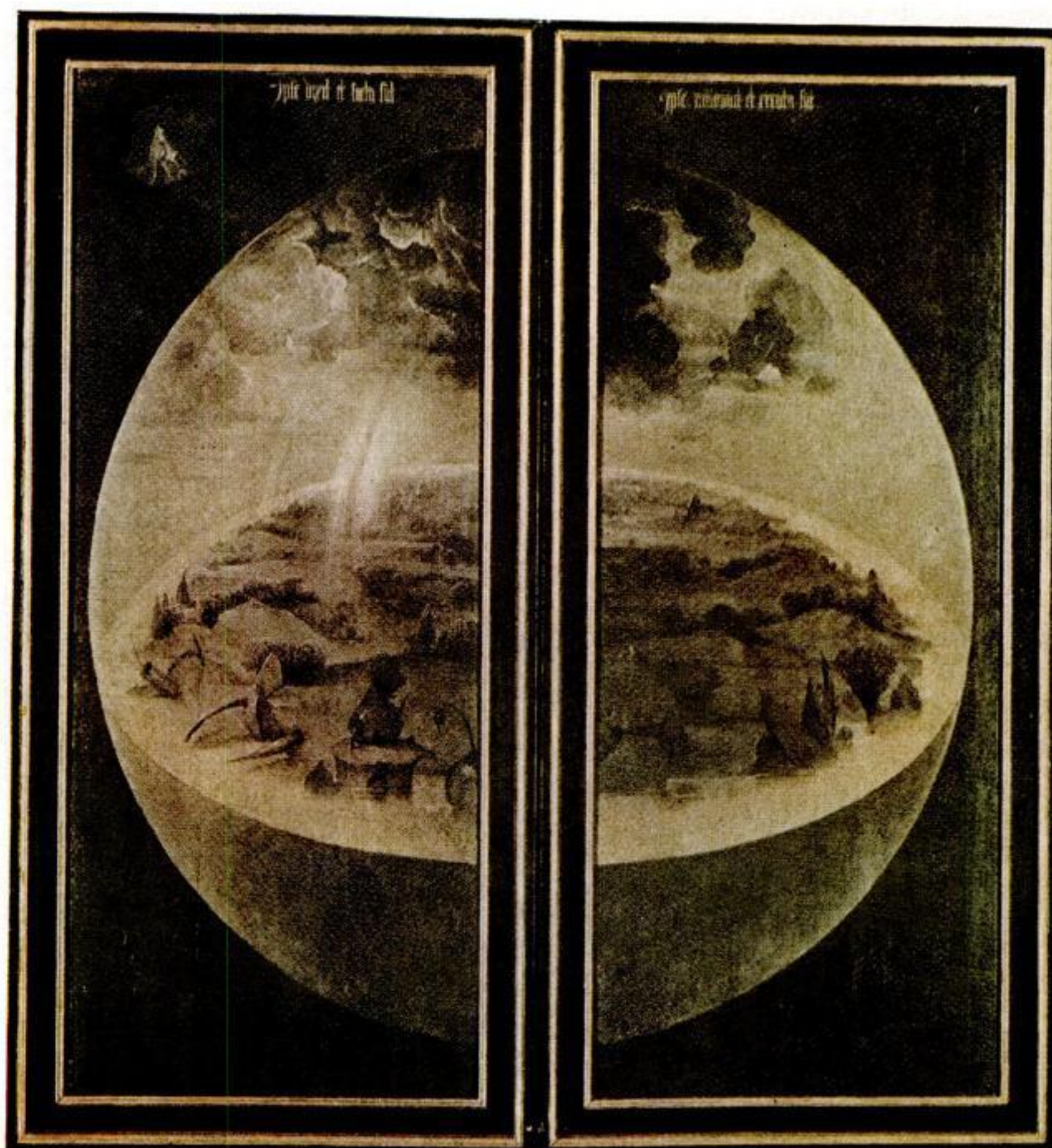
4. Their dinner at the Statler proved a psychiatric hit.
"With food as good as this," he cried, "I simply can't be split."
The bad half shook Sid's hand and said: "You win, and I'm not yelping,
But—could we celebrate your cure and have a second helping?"



5. No longer split, the happy Sid was cured of his fixation.
But as he left, he paused to cheer the Statler's swell location.
"You're *really* in the heart of town, you're close to shows and shops.
No wonder Hotel Statler's where the knowing traveler stops!"



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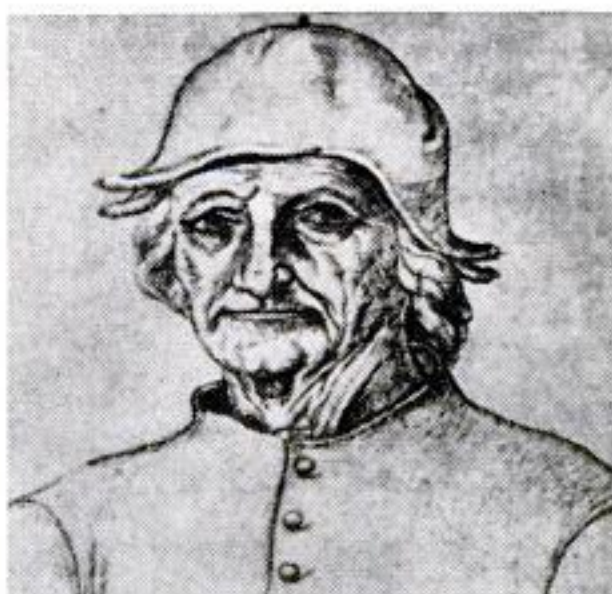
CLOSED OUTER PANELS OF TRIPTYCH SHOW THE CREATION OF THE WORLD

HIERONYMUS BOSCH'S Garden of Delights

Scholar offers a solution to painting
which has baffled world since 1500

BETWEEN 1490 and 1516 in the Flemish town of 'sHertogenbosch, a wrinkled and ascetic-looking Dutchman, Hieronymus Bosch, completed one of the most extraordinary paintings ever produced. It was *The Garden of Delights*, a grotesque, folding triptych whose three panels crawl with reptiles, towering nightmarish edifices and thousands of little naked people reveling in the sins of the flesh. Far stranger even than today's surrealist shockers, the meaning of this baffling work—like several others by Bosch—has constantly defied the art scholars, who have had little to go on. Almost nothing definite is known of Bosch's life—only that for a while he belonged to a local religious order and died in 1516. Some scholars believe he was a revolutionary satirist; others that he was a heretic; still others that he was a misogynist who found neurotic pleasure in painting scenes of vice. Two years ago a young New York scholar, Nicolas Calas, set out to solve the mystery of Bosch. After 17 months of study Calas was sure he had discovered the key in two ancient interpre-

tations of the Bible written by two of the great fathers of the Church and widely read during the Middle Ages. One was St. Augustine's commentaries on the Book of Psalms; the other was the commentaries on the Book of Job written by St. Gregory. Far from being surrealist, as it has often been described, *The Garden of Delights* follows the commentaries in explicit detail. On these pages Calas' explanation, to appear in a book next spring published by Harper & Bros., is presented for the first time.



BOSCH'S SELF-PORTRAIT

The over-all theme of Bosch's triptych, says Calas, comes from Augustine's interpretation of an early version of Psalm 33 which describes the Creation and warns of a horrible end for the ungodly. When the wings of the triptych are shut (*above*), the Creation is revealed in a globe, as Psalm 33 indicates, with the first signs of life sprouting from the earth. When opened, the triptych reveals the scenes on the following pages. Their meaning, as expounded by Calas, is involved and fascinating. However interpreted, the paintings rank with the greatest ever done in the Western world.

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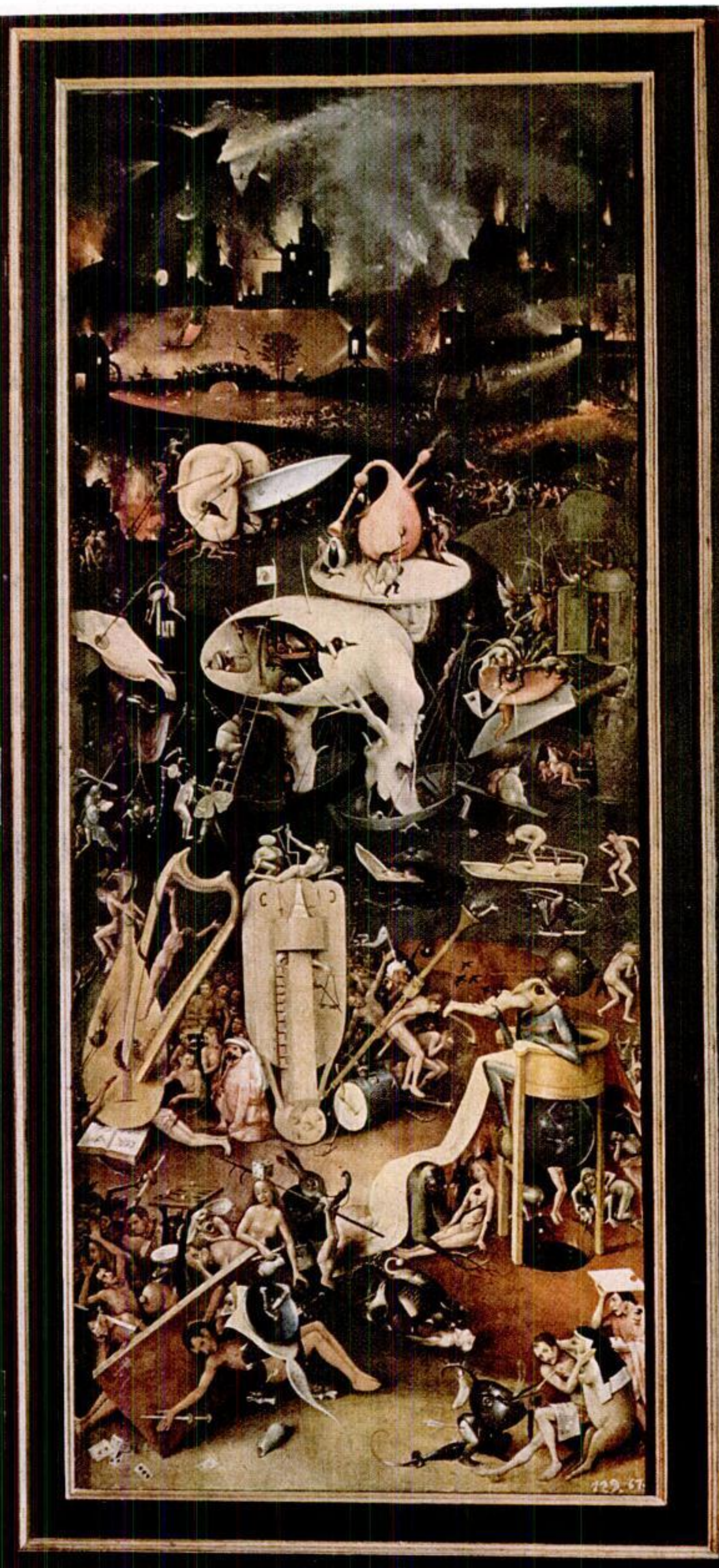
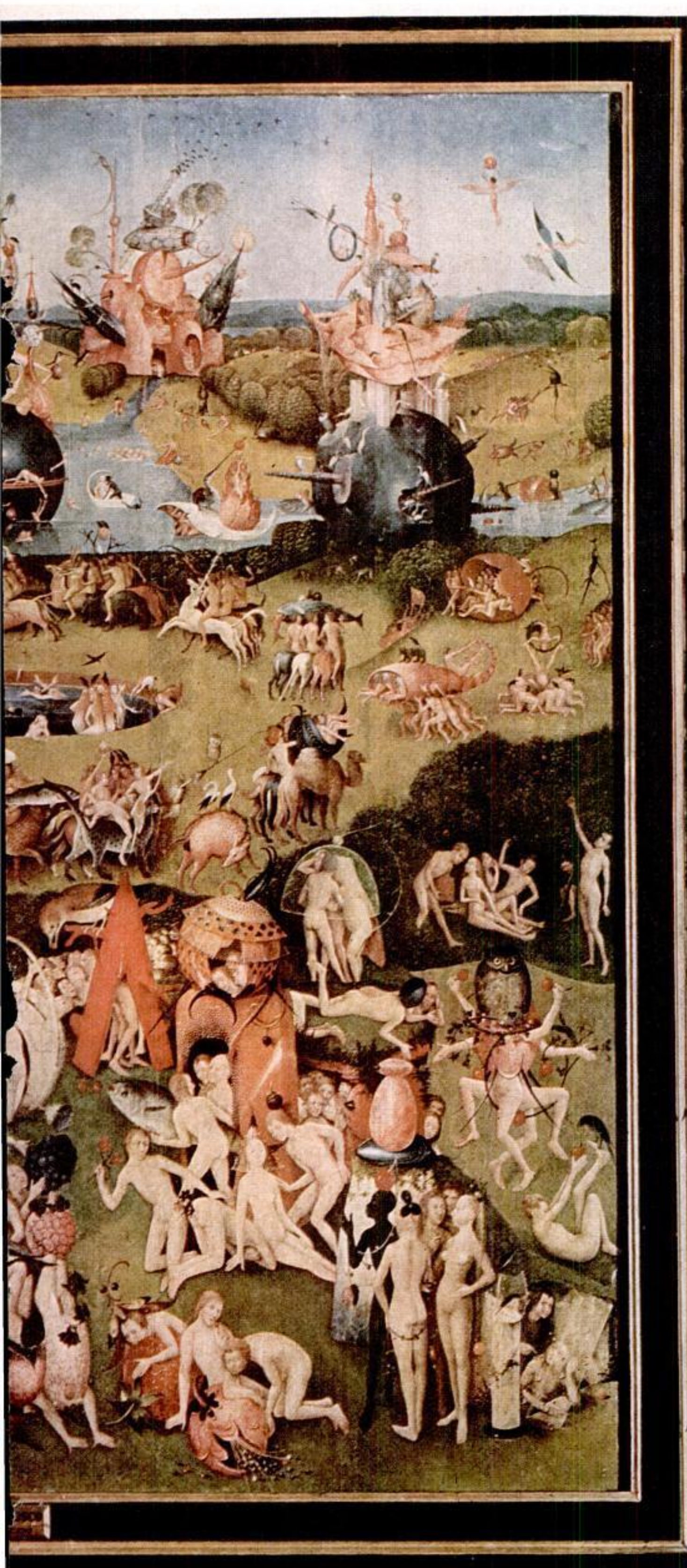


THE TRIPTYCH UNFOLDED

Opened, Bosch's triptych reveals the sinful delights and the appalling doom of the ungodly, as prophesied in the version of the 33rd Psalm used by Augustine. Virtually every figure and object Bosch has painted has a meaning which Calas has traced to the commentators. For example, the left panel portrays a scene in the Garden of Eden six days after the Creation and just after Adam and Eve (*foreground*) have committed the first sin. An owl, symbol of night and death in Augustine's commentaries, scowls darkly from a hole in the fountain of life and portends the fate of sinners. Behind Adam, Bosch placed a tree whose trunk is covered with coins to illustrate St. Gregory's interpretation of a passage from Job, that

the devil "offered to man in paradise the coin of evil persuasion." Between Adam and Eve stands Christ in a dual attitude of mercy and anger. He shows His mercy by placing His right foot under Adam's to prevent him from slipping down the bank into the filth of the pit at lower right. By looking away from them He shows that He might punish them for their sin. But, as Augustine wrote in his comments on Psalm 33, "there is a seeing of Him that hath mercy, a not seeing of Him that punisheth." Overconfident of God's mercy, Adam and Eve slipped, fell and were punished.

In the center panel Bosch portrayed the complete degeneration of mankind. Once again he drew from the writings of Augustine. Commenting



on the beginning of Psalm 33, "Rejoice in the Lord," Augustine wrote, "Let the unrighteous rejoice in this world—the ungodly are more pleased with pantomime than with God." So Bosch painted his sinners cavorting in a lustful and oppressive silence—in fact, few of his figures are shown talking and these are whispering. In the background four mountainous structures symbolize the four cardinal points of the compass, whose first letters in Greek spell out Adam's name. Since Adam committed the original sin, this casts an evil aura over the whole tableau. In the center, circling a pool full of prostitutes, there appears a fantastic cavalcade of riders who represent the worst sins of man, while in the foreground there is still another colony of lecherous revelers. In the lower left he included two amorous hypocrites seated in a bubble which is wrapped in a spider's

web. This detail was inspired by Gregory's commentaries on the Book of Job, that hypocrites shall perish like a spider's web in the wind.

Throughout the center panel appears a theme of thorns and thistles. These illustrate a passage from Augustine's comments on another Psalm, 58, which reads in part, "the bramble bringeth forth your thorns. . . ." Augustine interprets this to mean that sins are delightful but eventually they begin to hurt and lead to inevitable doom. In the right panel, which portrays Hell, the ungodly reap the penalty for ignoring the advice given in Verse 2 of Psalm 33, "Praise the Lord with harp, sing unto Him with the psalter of ten strings." In his version of Hell, Bosch painted a huge distorted psaltery (center) and has turned the harp (left) into an instrument of torture. On the following five pages are details from these panels.

CONTINUED ON NEXT PAGE



FIRE AND BRIMSTONE IN THE ABYSS

In this detail of the upper regions of Hell from the panel on the preceding page, Bosch shows the inferno of torture which was the common concept in the Middle Ages. Life on earth was so miserable that Hell had to be pictured as a veritable horror of horrors to achieve an impressive

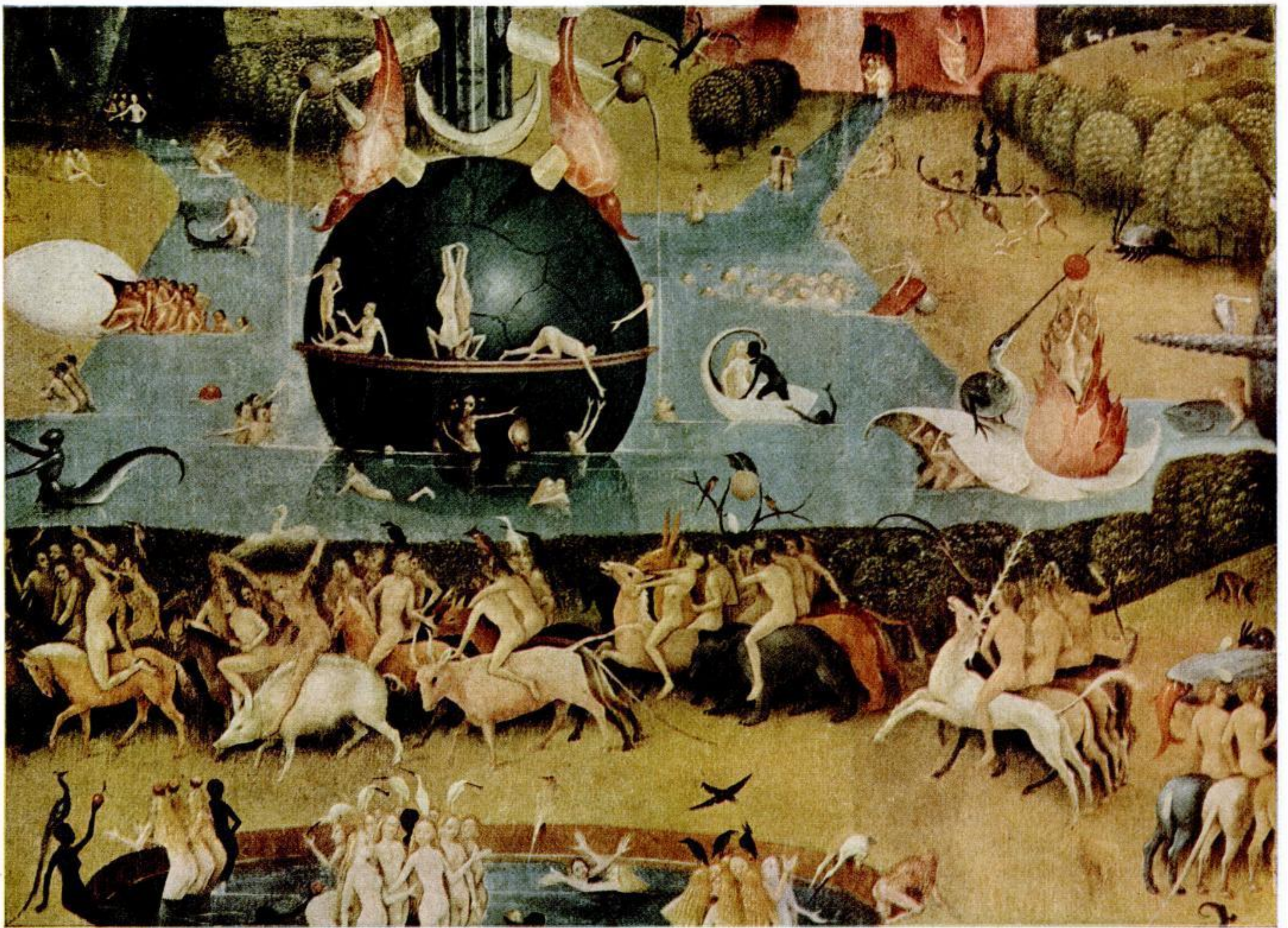
contrast with earthly existence. Bosch, whose Hell is the most awful ever painted, based this scene, according to Calas, on Augustine's comment on Psalm 148: "Praise the Lord from earth, ye dragons and all abysses. Fire, hail, snow, ice, wind of storms. . . ." Augustine went on



to say that it was impossible to escape the wrath of God. So Bosch filled his picture with frenzied, fleeing sinners. Over the bridge (*lower left*) pours a horde of noblemen. Others scramble from crag to crag on ladders. A swarm of culprits, naked because they are being punished for avarice, is plunging into the water which, in Augustine's words, is dyed red "with the blood of the only Begotten Son." The flaming building

in the center is a granary. Augustine said, "The Lord threateneth the barren and the thorn-bearing land with fire even as He prepared His granary for the fruitful." Since there were no fruitful in Hell, only indolent souls, Bosch set God's granary afire. Again turning to Augustine, he included a lighted watchtower (*lower center*), thus condemning the ungodly to watch forever for the coming of the Lord who will never come.

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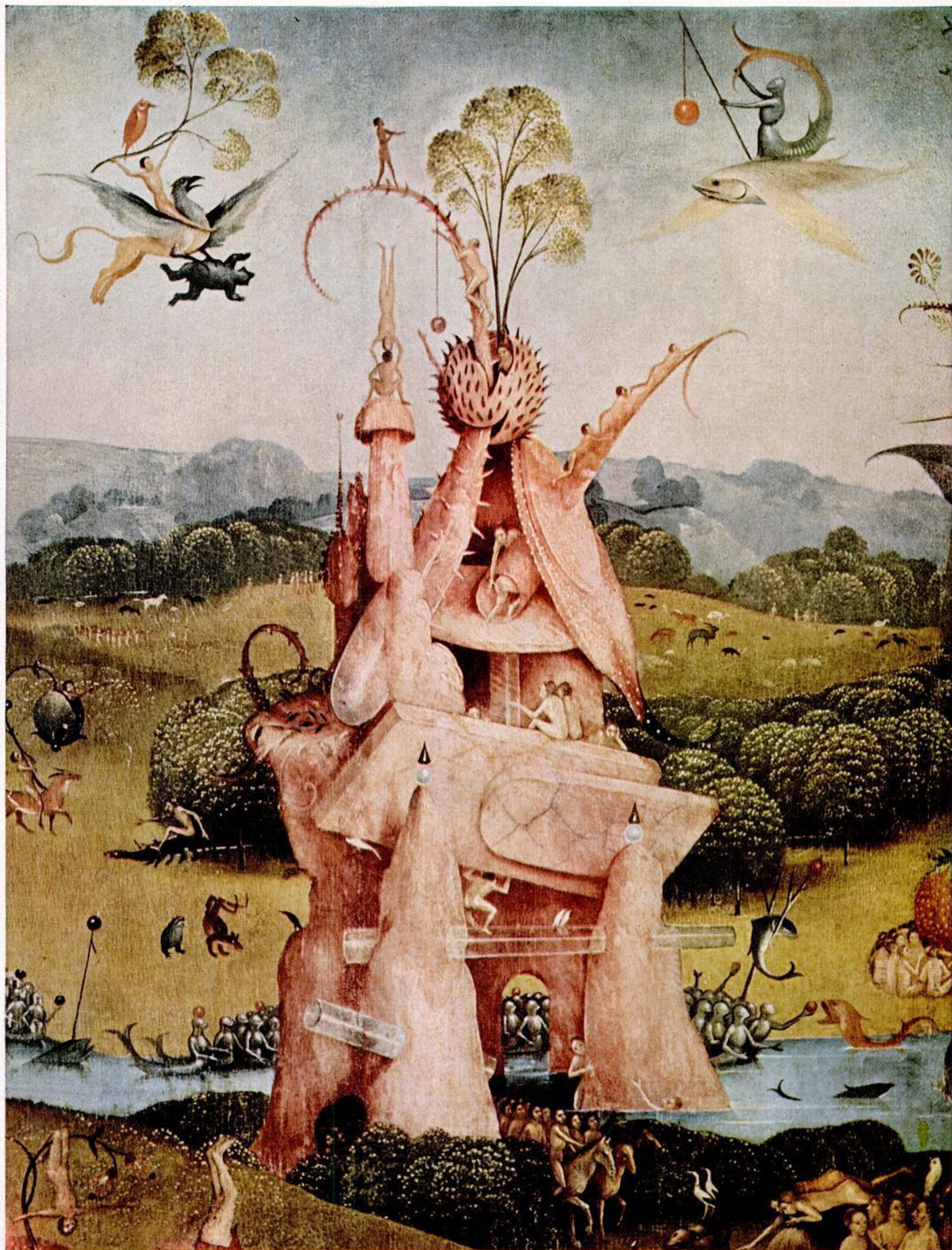
THE LUSTFUL RIDERS

The upper half of the scene above, taken from the center panel, reveals Bosch's scorn for heretical faiths. To portray their weaknesses, he drew from a passage by Gregory. He painted the heretical church as a sphere with no foundations inasmuch as its pillars are precariously balanced on top of it, performing no function at all. Again turning to Gregory, who said that the actions of heretics are always in vain, Bosch placed some idle heretics aimlessly gossiping on the side of the church, clambering in and out of the water and standing on their heads. The lower half of the detail shows a portion of the circular cavalcade of sinful riders whose lust Bosch signified by painting them without reins. "Let [man] control lust," wrote Augustine, "let him hold the reins and not be carried away." To convey the kinds and degrees of sin the riders represent, Bosch painted them on animals bearing sinful meanings, which he found fully outlined by Gregory. The unicorn (right) stands for pride in heresy, the bear (next left) for the body without faith and the ox (center) for maddened lust.



THE HERETICAL OWL

With this dancing owl, also a detail from the center panel, Bosch levels another blast at heretics. According to Augustine, the owl is sometimes considered to be a symbol of Christ. Bosch took this idea and employed it to satirize the actions and thoughts of those heretics who represent themselves as being as perfect as Christ. Masked with the owl symbol of Christ, this heretic is portrayed by Bosch as a four-legged buffoon, ensnared in the thorns of sin and proudly cavorting in a ridiculous jig. Unwittingly, according to Calas, he betrays himself as a representative of the devil because his two center legs and two upper arms form a monstrous parody of Christ's position on the cross. His four arms, moreover, form an X, which is the first letter of Christ's name in Greek. The double body signifies pride and lust and illustrates passages from Gregory that "these in truth are the two sins which hold cruel sway over the human race, one namely of the spirit, the other of the flesh" and that, just as Bosch exposed them in this masquerading owl, they are "cleaved together."



MOUNTAIN OF HERESY

Like the sphere on the opposite page, this grotesque mountainous shape from the center panel represents a denunciation of the heretical church. Bosch took the idea from Augustine, who wrote, "For there have risen up leaders of heresy who have been mountains." In constructing this moun-

tain largely of roots, he drew from Gregory, who said the root denotes the sin of pride. To show again that heresy is destined to collapse, he joined the carrot-shaped columns in the front with nothing more than a glass brace whose transparency signifies the emptiness of heretical thought.

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MAN, THE WASTREL, ROTS IN HELL

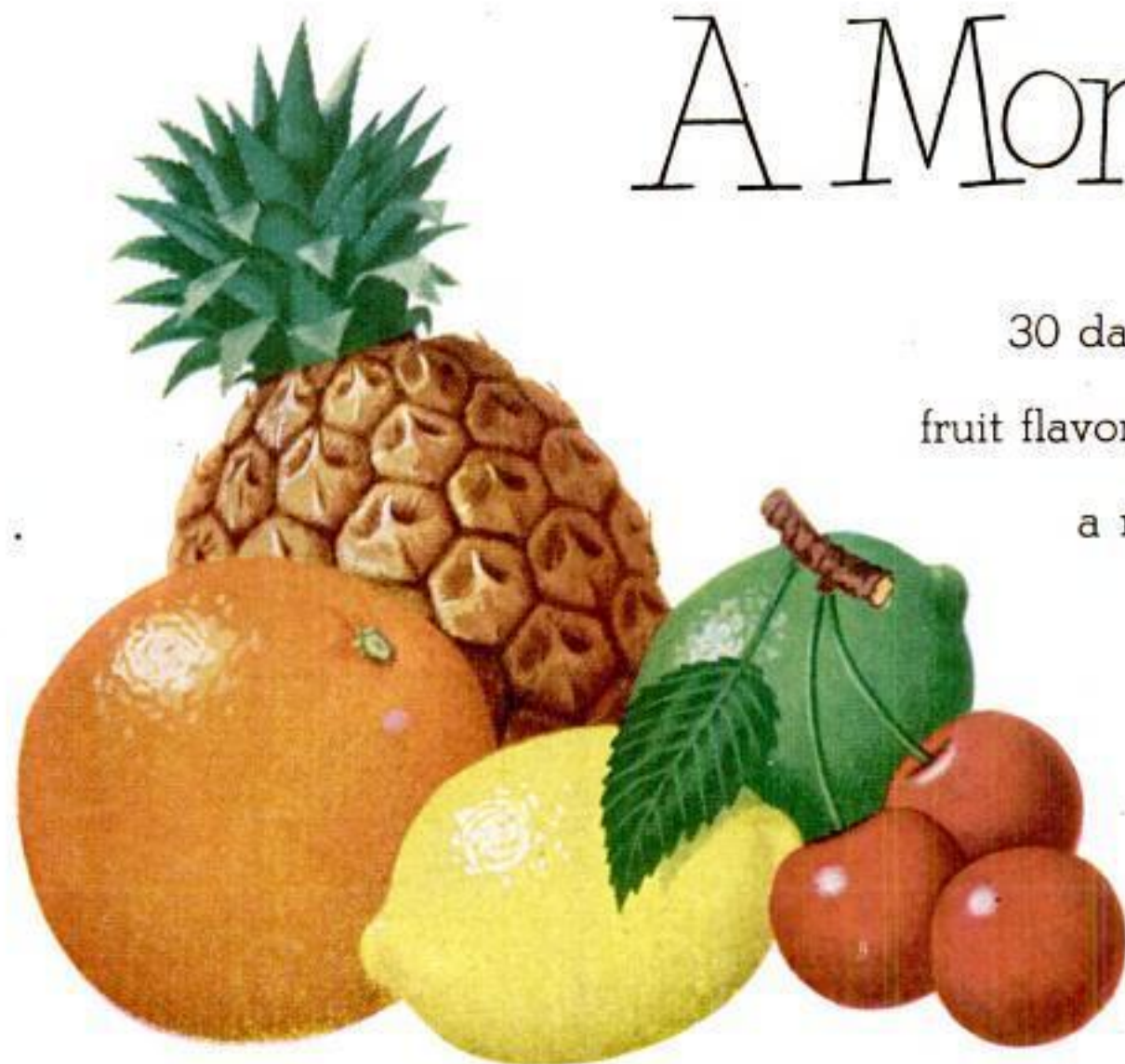
Sordidly, mockingly, Bosch summed up the idiocy and ungodliness of mankind in this detail from Hell. The rotting giant (man himself) standing in the twin "vessels of perdition" is surrounded with symbols showing how he defied the teachings of the commentators. "Let the horn trumpet raise thy courage against the devil," wrote Augustine. Because the giant's courage succumbed to the devil, Bosch ironically crowned him

with a ludicrous medieval bagpipe. The banquet in the giant's stomach, which is the belly of a horse, shows that he gorged himself on foods and wines and neglected all spiritual refreshment, while his face reveals a lustful and insane mind. His ears (*upper left*) have been cut off and attached to a gigantic knife stamped with the letter M, symbolizing the Midianites, a race of heathen warriors who were crushed by the followers of God.



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30 days hath November—and 5 delicious
fruit flavors hath Life Savers. Put them together for
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Holiday Cookie

5 DIFFERENT KINDS

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We've now found a way you can make five favorite kinds of cookies all at once... from one single batch of cookie dough! You do it just by adding an extra touch or two to our basic drop cookie dough.

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as you wish... then bake! You do it all without stopping to beat eggs... without rolling or cutting dough. This new Quick-Mix cookie method, of course, is one we've worked out especially for our Pillsbury's Best.

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Ann Pillsbury

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Coconut Cookies • Orange-Pecan Cookies • Chocolate-Nut Cookies
Rich Plain Cookies • Candied Fruit Cookies

All from this one simple cookie dough!

BAKE at 400° F. for 8 to 10 minutes. MAKES 7 dozen medium-sized cookies.

Combine... thoroughly in large bowl
1½ cups soft shortening (half butter, if desired)
2 cups sugar

Add..... 2 eggs, unbeaten
¼ cup cream
2 teaspoons vanilla

Sift together 4 cups sifted Pillsbury's BEST Enriched Flour
2 teaspoons double-acting baking powder
1½ teaspoons salt
Add to blended mixture; mix well.

Divide..... dough into five parts. Place portions, one at a time, in second bowl. Flavor each portion by adding ingredients as directed at right. Drop by tablespoonfuls onto greased baking sheets. Flatten slightly with spatula.

Coconut
Add..... ½ cup shredded coconut. Dip tops of cookies in egg yolk or white and top with plain or tinted coconut.

Orange-Pecan
Blend in.... 1 tablespoon grated orange rind and
¼ cup chopped pecans. Top with half pecan.

Chocolate
Add..... 1 square (1 oz.) chocolate, melted
1 tablespoon cream
¼ cup chopped nuts

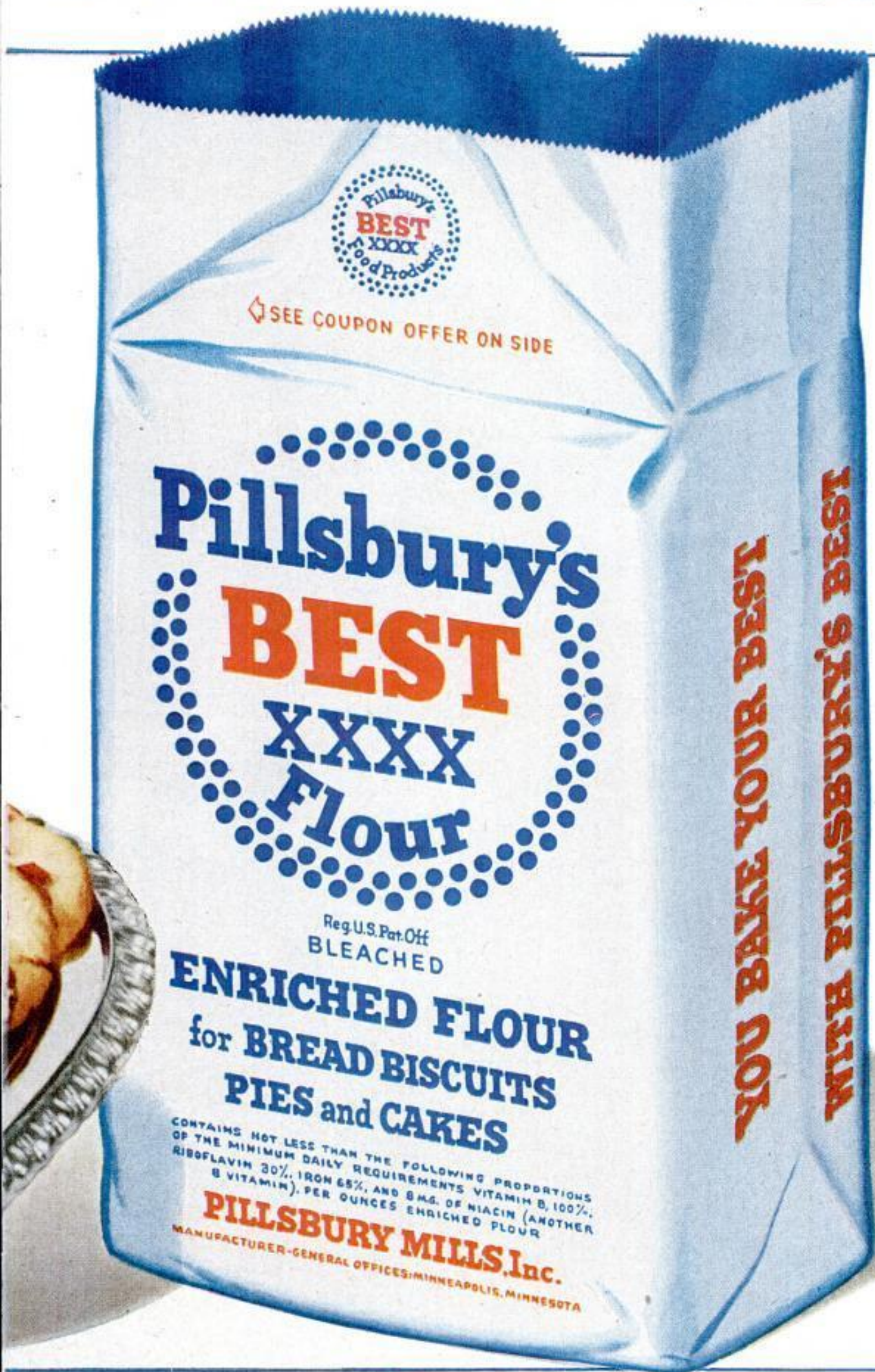
Plain..... Decorate with colored sugar, candied fruit or nuts.

Fruit
Add..... ½ cup diced candied fruit or ½ cup mincemeat.

Bake..... in moderately hot oven (400° F.) for 8 to 10 minutes. Cool and store in tight containers.

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ZIZI AND COLETTE are reigning ballerinas of Les Ballets de Paris. Renée ("Zizi") Jeanmaire (*left*) is famous for her acting as Carmen. Colette Marchand is famous for her legs which have been called the loveliest in ballet.

Ballet

TWO IMPORTED TROUPES ARE NEW YORK'S BIGGEST BOX-OFFICE HITS

Last month, with a gasp of surprise, *Variety*, the hardboiled journal of show business, headlined its front page: **BALLET BOWLS OVER BROADWAY**. Not quite at home in a world of tights and tutus, *Variety* was reporting the enormous success of two ballet companies from abroad, which had opened in New York this season and become immediate sellouts. First came 30 youngsters from France, called Les Ballets de Paris, to put on a saucy, sexy version of *Carmen*. Three days later Britain's great Sadler's Wells troupe followed a \$185,000 advance sale into the Metropolitan Opera House and drew chandelier-shaking ovations for its classical *Sleeping Beauty*. Sadler's Wells attracted balletomanes who have been left in the doldrums by the decline of the once vigorous American dance companies. *Carmen* attracted audiences new to ballet but delighted by the lively and sometimes low-comedy numbers which made it as easy to take as a Broadway musical.



CARMEN THE TEMPTRESS (Renée Jeanmaire) lies seductively in an iron bedstead in her boudoir waiting the advances of her newest lover, Don José (Roland Petit).



THE LOVE-MAKING proceeds through an impassioned *pas de deux* in which Don José, the soldier whom Carmen has demoralized, throws his mistress around.

FRENCH STAGE SEXY "CARMEN"

In making a ballet out of *Carmen*, Mérimée's century-old tale of a gypsy vamp, Roland Petit, 25-year-old leader of Les Ballets de Paris, fused Bizet's music with an erotic romp so full of openly expressed sex that one critic dubbed the company "Les Ballets de Minsky." Though not too greatly concerned with dance, it makes the most of Zizi Jeanmaire's expressive body and ends up as rousing good theater.



CARMEN IS KILLED by José after she has deserted him and gone off with a bullfighter.

EMOTIONAL PEAK at finish of long love scene draws loudest applause of the evening. ➔





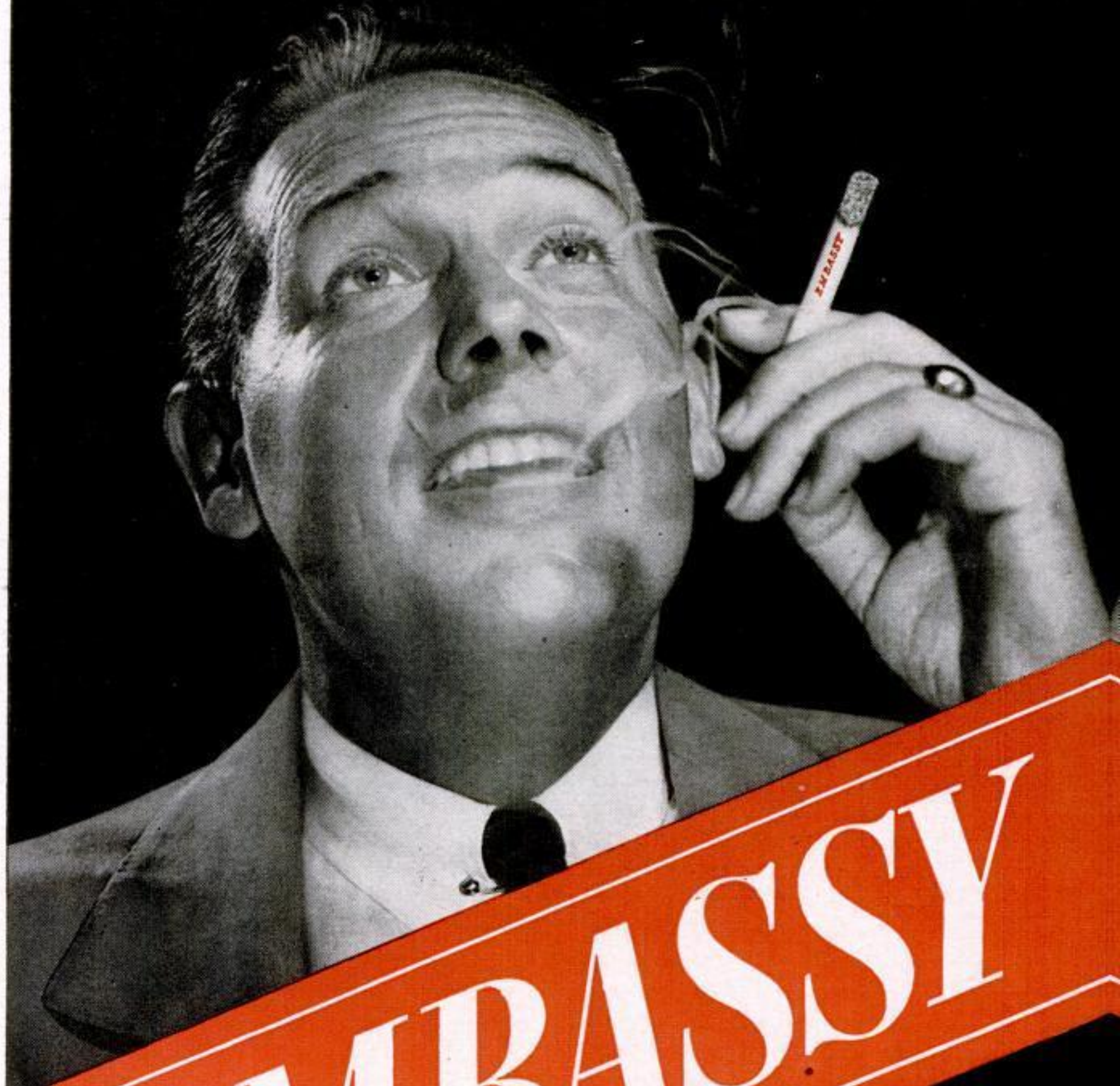
IN A GREAT LEAP Carmen and Don José near the climax of their scene. This provides one of the few recognizably classical moments in the entire ballet.



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a frappe, or straight
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Ballet CONTINUED



BEST DANCER seen by New Yorkers in years is Margot Fonteyn, English-born prima ballerina of Sadler's Wells.

SADLER'S WELLS IS TOP TROUPE

The Sadler's Wells Ballet of Great Britain, founded 18 years ago, has survived the war to become the world's finest company—with the one possible exception of the iron-curtained Moscow Ballet which Western cities get no chance to see. They have brought to this country, in productions ranging from brief satires to four- and five-act spectacles, the elements of elegance, make-believe and beauty of movement which are the finest part of ballet. The reasons for the Sadler's Wells's achievements are simple: hard work, discipline and the generous backing of the British government. Two other good reasons are the brilliant dancing of its soloists, like Prima Ballerina Margot Fonteyn (*above*), who has few if any equals today, and beautiful, red-haired Moira Shearer (*below*).



LOVELIEST DANCER is Moira Shearer, star of movie *The Red Shoes*, who dances Cinderella for Sadler's Wells.



Costume by Ben Gam
for Strawbridge & Clothier
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Protect Radiator, Gears
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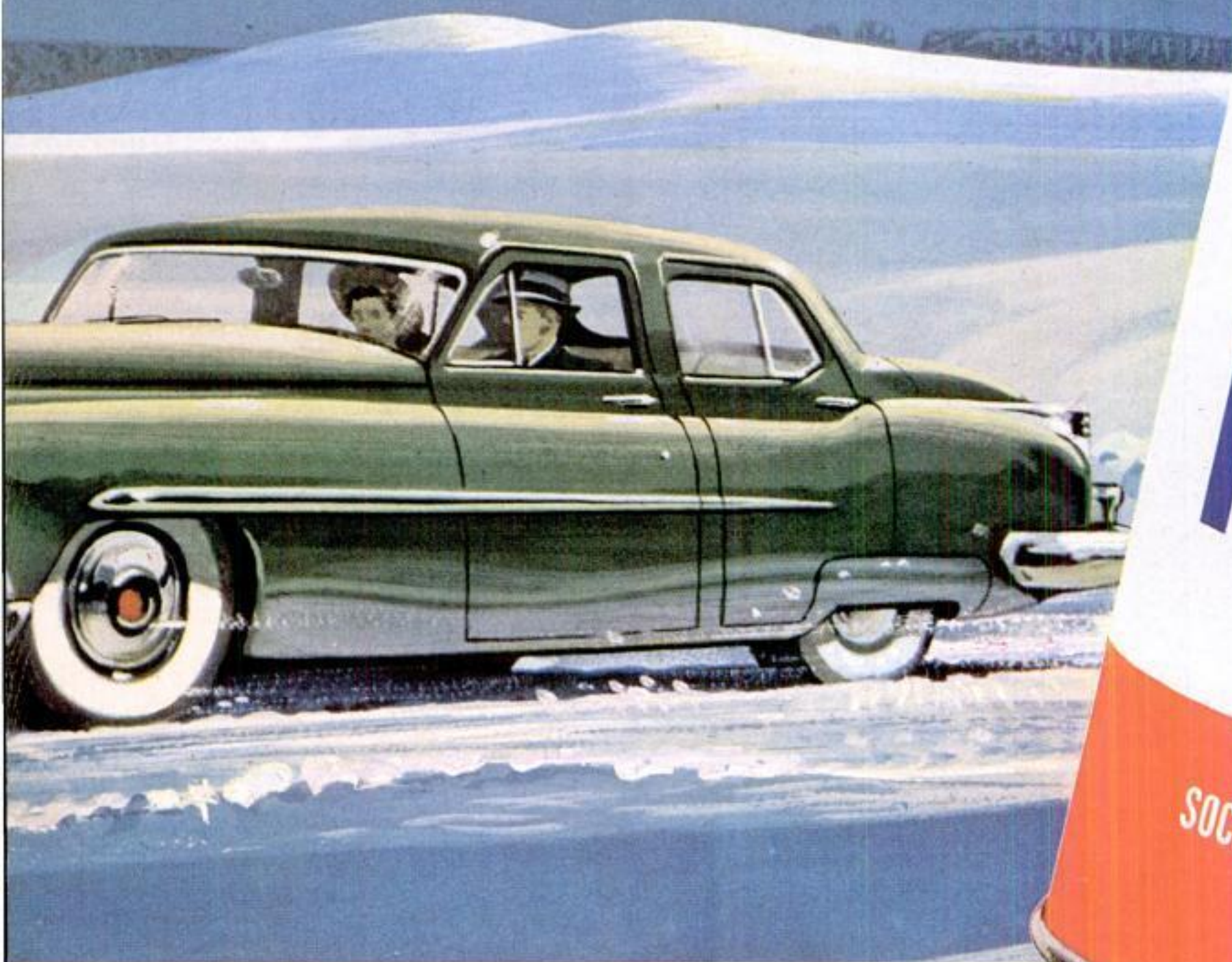


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ARROW WHITE SHIRTS



ELDERS OF THE CAMP SMILE DOWN ON A MOON-FACED LITTLE KALMUCK BOY WHO IS WEARING A SCIVVY SHIRT DONATED BY AMERICAN RELIEF ORGANIZATIONS

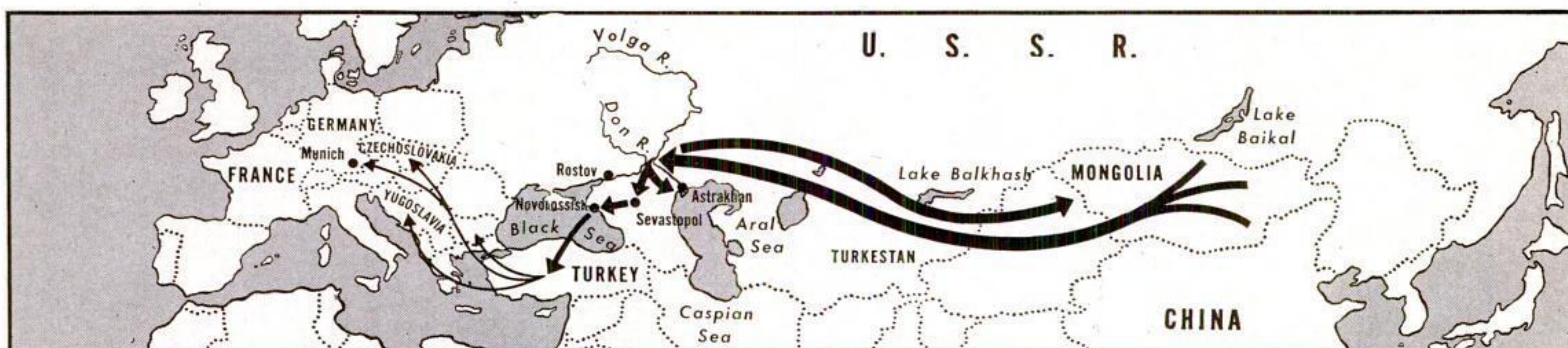
LAST OF THE GOLDEN HORDE

Genghis Khan descendants end DPs

In the drab poverty of a displaced persons camp in Western Germany, 600 survivors of the Golden Horde of Genghis Khan are living out their days. Six centuries ago the galloping hoofbeats of their fierce forefathers spread terror from the China Sea to Europe's frontiers. Today these 600, stubbornly maintaining their tribal unity after 300 years of wars, wanderings and persecutions (*map*), are wistfully looking for the peaceful home which history has always denied them.

The Kalmucks (the name means "remnant") are the most homeless of Europe's 280,000 DPs.

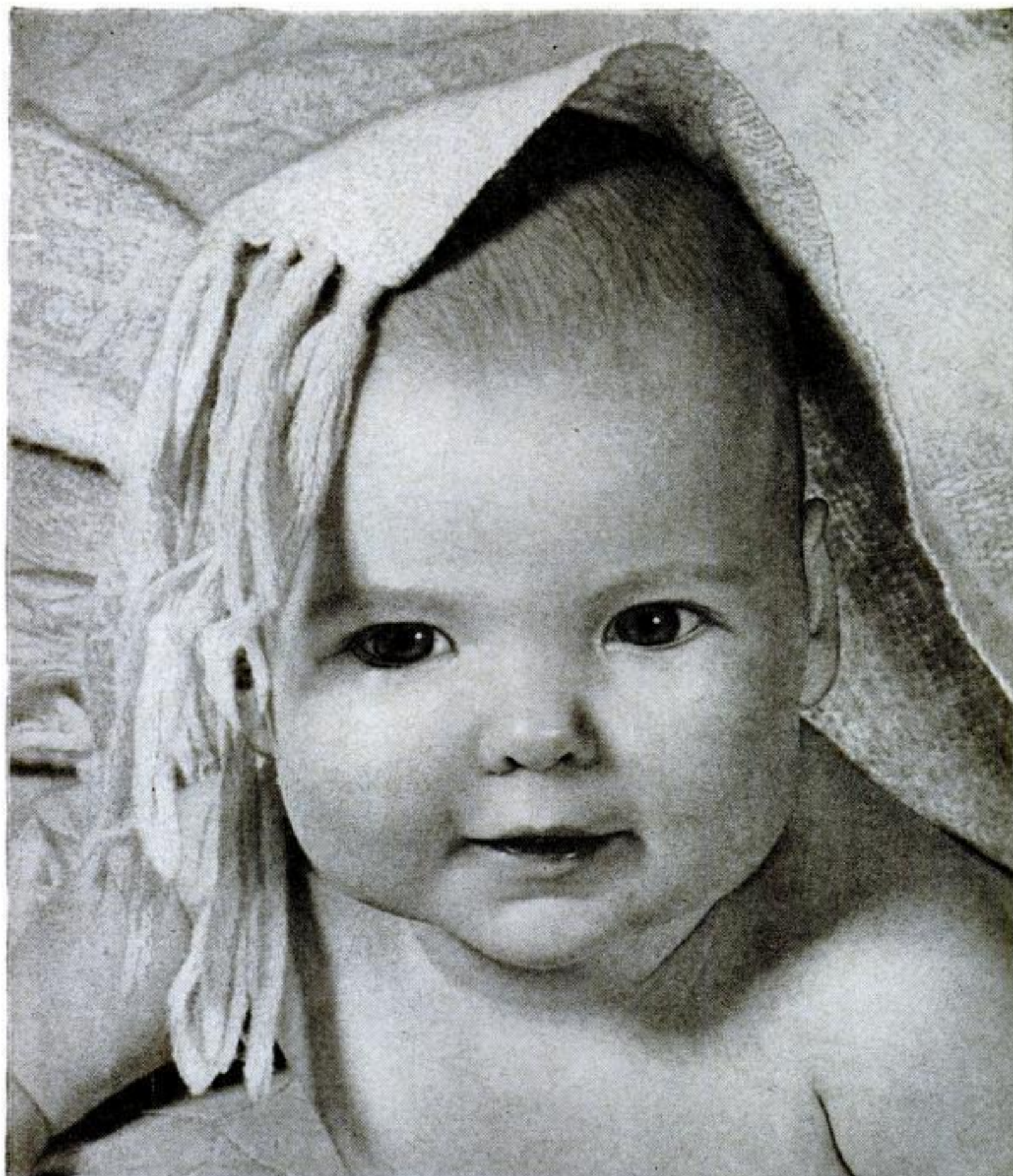
Russia, to which they fled in 1627 when their Tartar empire disintegrated, is closed to them—they are fanatic anti-Communists. Their Oriental look (*above*) stamps them as aliens in an Occidental world. The 175,000 tribe members who were still in Russia when World War II began are now presumed dead in Siberia. Of the 5,000 who managed to escape to eastern Europe after fighting the Bolsheviks in 1917, some 800 found refuge in France. World War II reduced the rest to the 600 now in Germany. "We will live any place," they say, "where there is peace and where we can feel well."



KALMUCK MIGRATION began in 1627 in Mongolia (*right*). Attacked from all sides, tribe fought its way west to the Volga and Don rivers where they settled. In

1771, pressed by Czarist Russians, 300,000 began arduous trek eastward to Lake Baikal; 25,000 finally arrived in Mongolia. The remainder, stranded by Volga thaw,

succumbed to Russian rule until 1917 when they joined Cossacks to fight the Bolsheviks. Defeated, their army fled to eastern Europe, to be scattered by World War II.



Right on the tip of his tongue?

Naturally, Baby can't say the word texture. But he has ways of telling you which cereals, fruits, vegetables and meats "feel" just right on his tiny tongue.

How to get just-right texture? Get Gerber's—from Starting Cereals through Junior Foods. For, we've been making nothing but Baby Foods so long, we've learned lots of ways to perfect their texture—and flavor—and nutritional values.

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Babies are our business... our only business!

Golden Horde CONTINUED



COWBOY MOVIES are Kalmucks' passion. Their ancestors were the world's best horsemen in their day, and the love of horseflesh has remained with them.



FOLK DANCES of Kalmucks are distinctly Russian, as are costumes worn here in dance of virgins. Little else has remained of their Mongolian traditions.



KALMUCK CHILDREN, despite the momentary defection of the little girl at left, are generally happy, fond of music and dancing. They are a cleanly, disciplined people,

but find it difficult to settle in Europe because of their Oriental appearance. Because of immigration restrictions, only a few families have come to U.S.—on the Soviet quota.

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All Year Long!**

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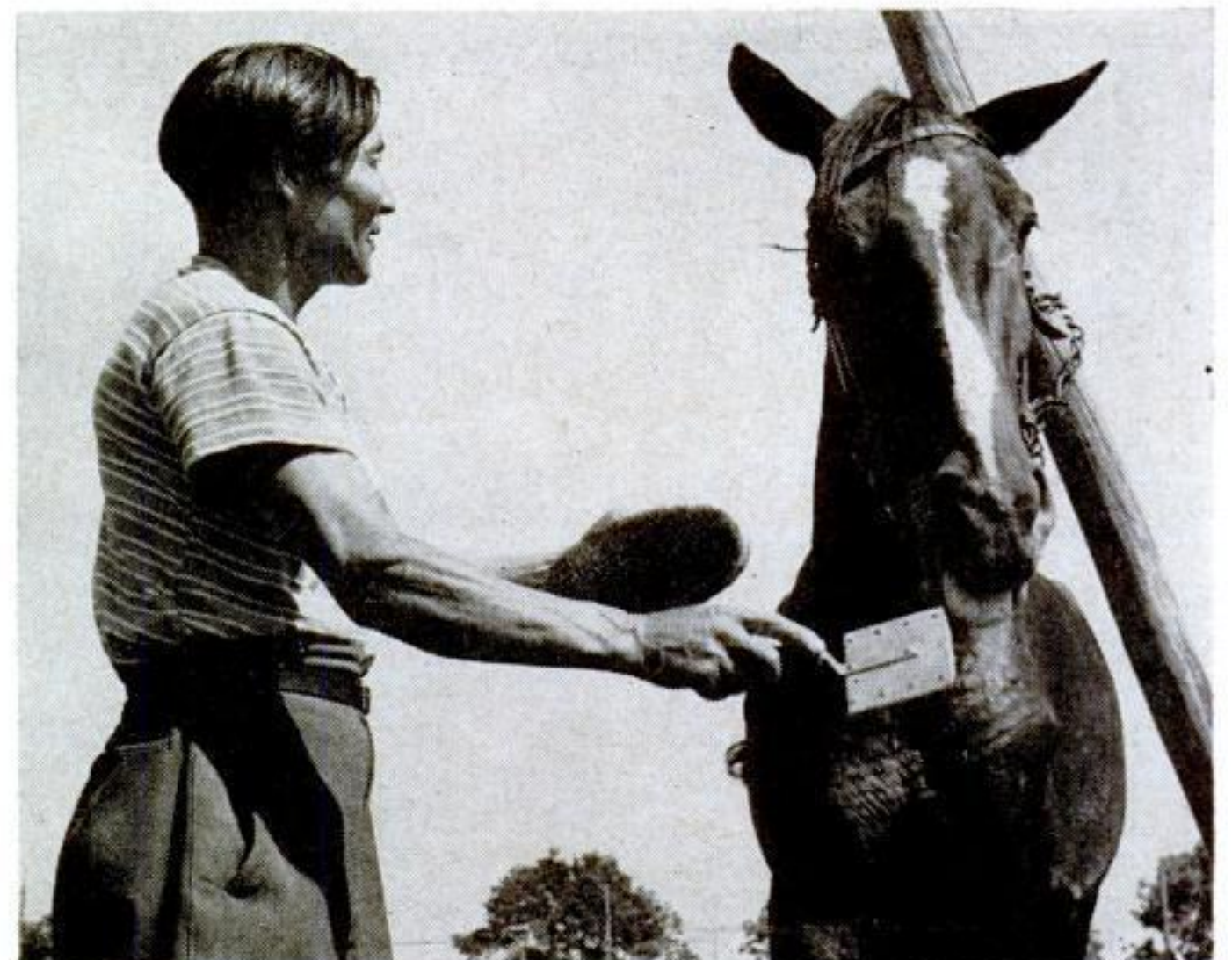
Golden Horde CONTINUED



GENGHIS KHAN CREATED CONCEPT OF MODERN CAVALRY

THEY STILL REVERE THE KHAN

To the Kalmucks today, Genghis Khan remains a great and revered figure. They attribute his legendary powers partly to the fact that (as Kalmuck history records it) he was born and died in the same month, the Month of the Pig (November). But the fierce qualities which distinguished him as one of the great conquerors of all time have died out in his descendants, who are herdsmen and farmers by trade. Their skillful horsemanship, however, remains, as does their devout Buddhist faith, which they manage to practice even in the rude quarters of the DP camps where they have put up little temples of their own (*below*).



LOVERS OF HORSES, these Kalmuck DPs now have only one decrepit old nag on which to lavish affection, but they keep her groomed like a racehorse.



EVENING SERVICE is held by two elderly Kalmuck priests in a barracks room made to serve as temple. Services are in Tibetan, the Latin of Buddhism.



"I was curious..."



I tasted it...



Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



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Now you merely press a button! A glowing light tells you by its color which cooking speed you are using. You'll be thrilled, too, by other wonderful advantages in this beautiful Hotpoint!

See the world's fastest broiler that cooks steaks for 12 people in 10 minutes! See the famous Hotpoint oven that bakes to perfection! Compare such outstanding features as Raisable 4th Surface Unit—60-Minute Time Measure and Smokeless Broiler Rack! Measure the *extra cooking speed* you get with the revolutionary instant Calrod® units—*fast as electric light!*

Visit your Hotpoint dealer and see the eight beautiful new 1950 models. They are priced from \$179.95 and packed with style and convenience features. Ask for a demonstration. Hotpoint Inc.,* 5600 W. Taylor St., Chicago 44.



There's A Feature-Packed Hotpoint Refrigerator For Every Home Need!

Whether you select the great two-door Hotpoint Refrigerator-Food Freezer—which combines two food-conserving triumphs in a single unit—or one of the single-door models, you'll be sure of the world's finest when you buy Hotpoint!

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When these plump whole kernels of fresh-picked corn come to dinner, they bring their own flavor-mates with them. For Niblets Brand Mexicorn is whole kernel corn with sweet red and green peppers added. A gay surprise in eating—for tonight!

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UNDER THE OLD OAKS, WHERE AARON BURR IS SAID TO HAVE STOOD TRIAL FOR TREASON IN 1807, THE JEFFERSON CADETS GO THROUGH THEIR MORNING DRILL

VIRTUE TRIUMPHS

School refuses to teach bigotry for \$50 million

It was just a matter of time, the trustees figured, before the old school would have to close down. The buildings were in terrible shape, the enrollment had dropped to a mere 48 boys and there was very little money in the bank. It looked like the end of Jefferson Military College in Washington, Miss. and the end of a proud tradition dating back to the days of Lafayette and Aaron Burr. But then a man named A. J. Armstrong dropped in and mentioned a \$50,000 gift from his father. They put him on the Board of Trustees—it seemed the sensible thing to do.

That was last May. The gift was coming from old Judge George Armstrong (right), a multimillionaire who owned 38 plantations, and it consisted of mineral and oil rights and thousands of acres of land. During the summer the trustees' eyes bulged as the gift grew bigger and bigger. The land was rich with oil, and the estimate jumped to \$5 million. New wells came in, and it climbed to a reputed \$50 million. The trustees started thinking in terms of new buildings and an enrollment of, say, 250.

But there were some strings attached. Under the gift's terms the trustees would be cut from 12 to five—three appointed by the judge (one of his candidates: a notorious anti-Semite, General Van Horn Moseley). And then came the kicker. The school would also have to "teach and disseminate through every medium possible the true principles of . . . Christianity, and the superiority of the Anglo-Saxon and Latin-American races."

When the terms of the old judge's gift were announced, the storm broke. Everywhere the press derided his plans for "white supremacy" and a "master race." Then the trustees of the little school made an announcement: if the judge thought they had plans for teaching white supremacy, he was wrong. He could keep his \$50 million. Angrily the judge withdrew his gift, winning for this action the congratulations of Lycurgus Spinks, a Ku Klux Klan Imperial Chaplain. But Jefferson was also receiving congratulations from all over the South. By last week small checks (no strings attached) started pouring into the college and one Texan had given them \$5,000 for their firm stand.



OLD JUDGE ARMSTRONG, 84, has for years been embarrassing Southerners with gestures like his Jefferson fiasco. He made millions in cattle, banking, steel and oil. Now he will give Jefferson money to Judge Armstrong Foundation, through which he publishes pamphlets like *Traitors* ("President Truman Is a Communist Traitor") and *Zionist Wall Street* ("The Rothschilds Run the World"). He says, "I am 80% anti-Semitic."

A bad stain needn't mean the end of a good dress!

So OFTEN an ugly stain seemingly ruins a good dress, blouse, pillow-case, tablecloth or other article of white or color-fast cotton or linen.

But not in the millions of homes where housewives are familiar with Clorox! For Clorox removes stains... fruit, berry, coffee, tea, chocolate, wine, vegetable, flower, grass, blood, many dye, medicine, and other stubborn stains... as well as scorch and mildew! And Clorox whitens and brightens linens extra-gently... lessens rubbing, conserves fabrics... makes linens sanitary, too!



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...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances... made by an exclusive formula protected by U.S. patent!

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CLOROX... AMERICA'S FAVORITE BLEACH AND HOUSEHOLD DISINFECTANT



What a joy your pup can be when Sergeant's keeps him trouble-free!

He's sad when you leave. Wildly happy when you come back. In fact, he thinks you're pretty wonderful! And it's mighty easy to live up to that reputation when you use Sergeant's Dog Care Products to keep him feeling top notch. There are 21 in all—each one developed and tested by our consulting veterinarians—to provide reliable home treatment for many dog ailments. Behind them is a regard for dogs and a wealth of experience that has built confidence in Sergeant's for 74 years. Keep the following items on hand to give your dog the care he deserves. Your drug or pet store has them.

FOR WORMS... which may prove fatal and which infest nearly all puppies and most grown dogs... Sergeant's SURE-SHOT* Capsules for large dogs—Puppy Capsules for pups and dogs under ten pounds.

FOR CONDITIONING... after worming or illness—Sergeant's Condition Pills and Sergeant's Vitamin Capsules (VITAPETS*)—the daily food supplement.

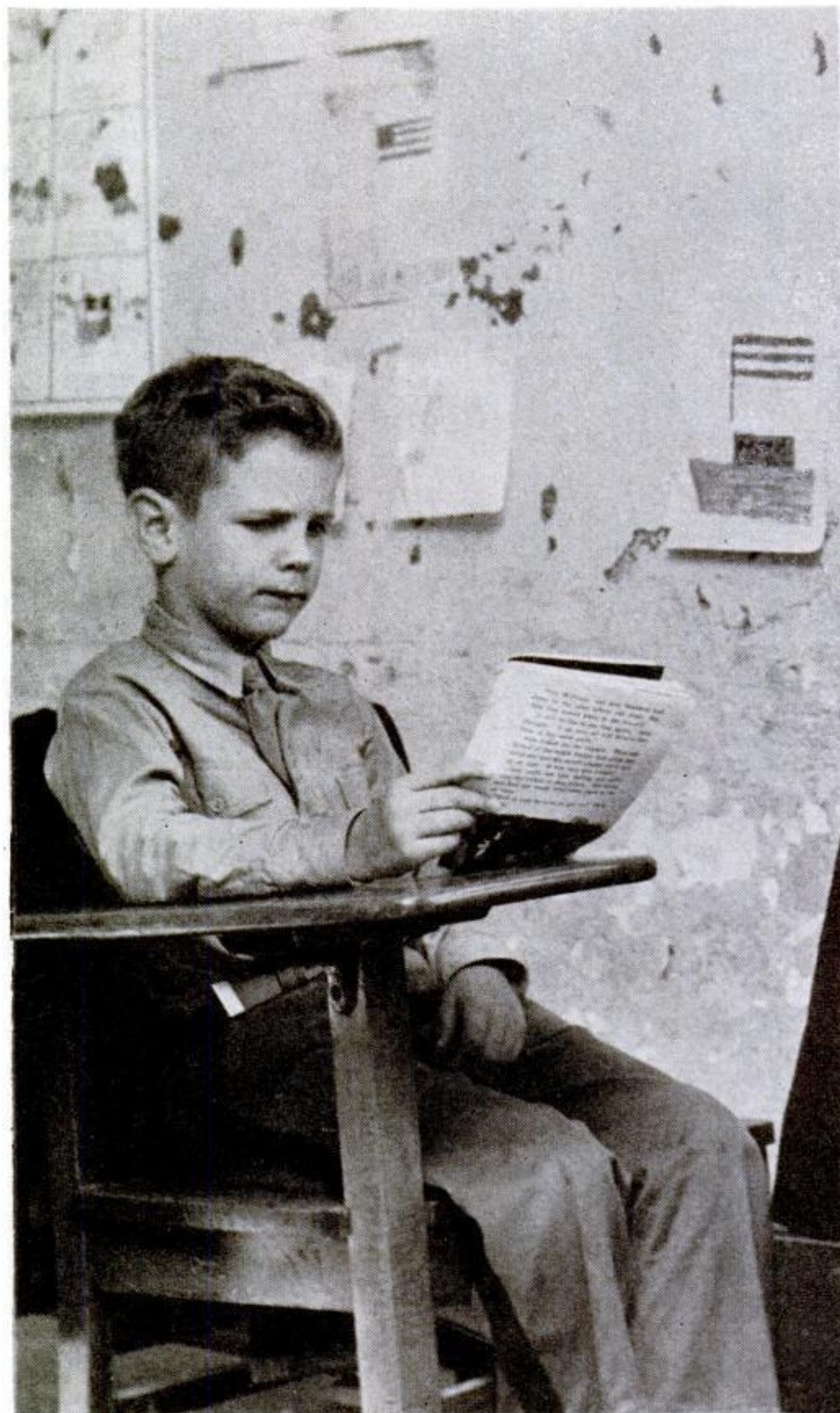
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Sergeant's* DOG CARE PRODUCTS



IN A SHABBY CLASSROOM a uniformed 8-year-old studies. The school teaches first through 12th grade. No major repairs have been made since 1917.



AT FACULTY LUNCH Superintendent Major Henry I. Riser sits at head of table (background) and Commandant Basil Ballard at foot. Faculty numbers seven, with faculty wives doubling as teachers. Superintendent also keeps plant going. A past superintendent was killed when boiler he was fixing blew up.

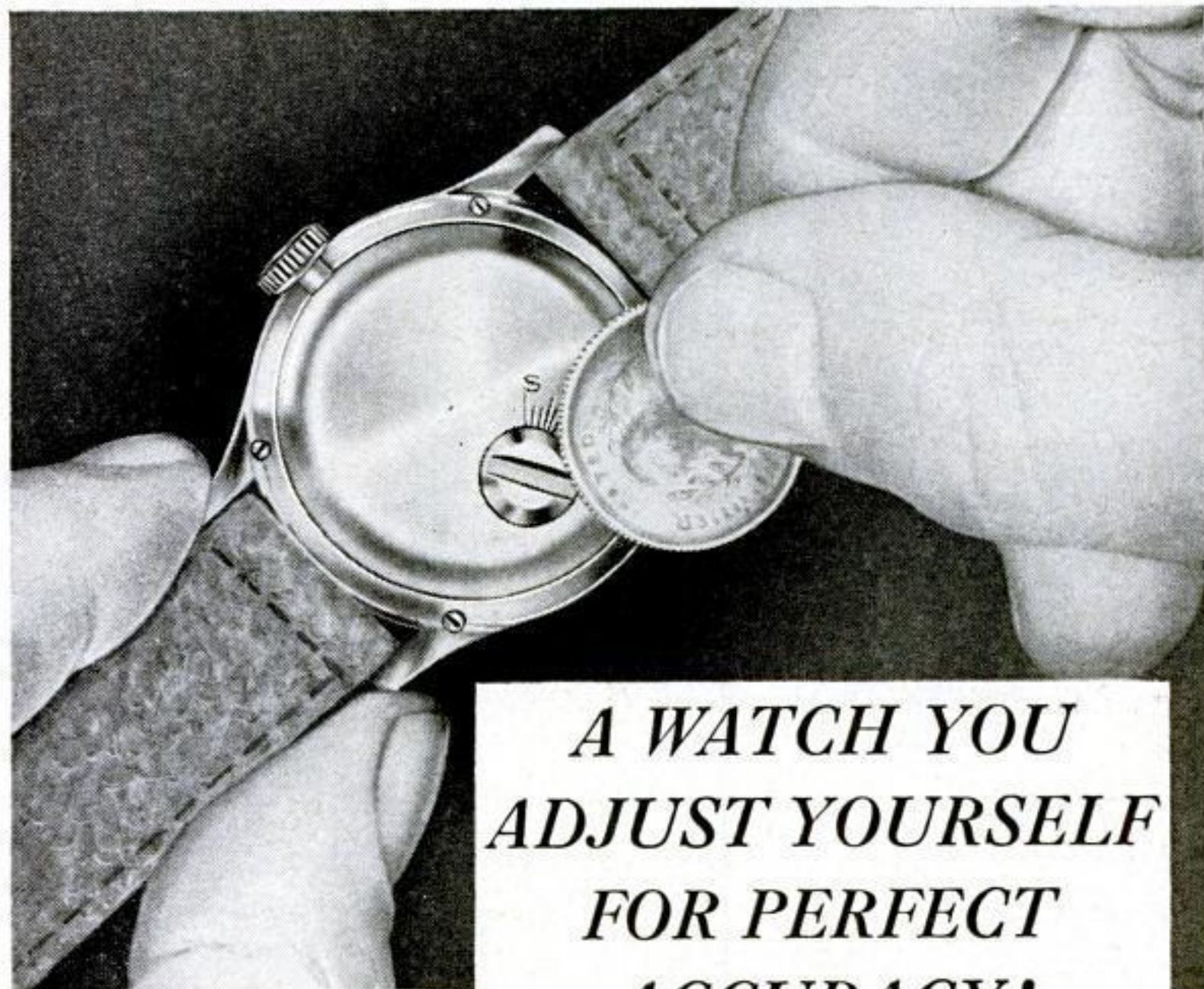


PERCHED ON WINDOWSILL which is badly scarred, students relax during recreation period. On the wall mortar has chipped, bricks have fallen out.



PROUD MONUMENT tells of the school's historic past. It reads, "Aaron Burr tried in church and under these oaks 1807 [for attempt to set up a separate Western nation]. A. Jackson camped here, 1812, 1815. Jeff Davis student here, 1815. Audubon taught here, 1822. Lafayette reviewed cadets, 1825."

WHY DIDN'T SOMEONE THINK OF THIS BEFORE?



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FOR PERFECT
ACCURACY!*



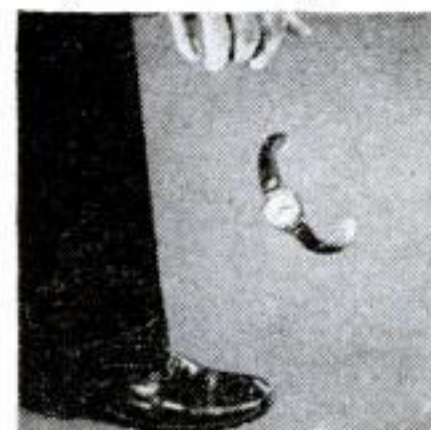
"A NATURAL!"...that's what everyone says about the brilliant Croton Acurator. If it goes a bit slow, or fast...a tiny twist of the *outside* regulator "sets" the watch to your way of wearing it. Saves endless trips to the jeweler for regulating—insures *perfect* accuracy all the time, wherever you may be. Leading jewelry and department stores are showing this ingenious Acurator, complete with every imaginable trouble-free feature: 17-Jewel Movement, Sweep Second Hand, Radium Dial, Shatterproof Crystal. Made only by Croton. See it—and believe it—soon!

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—in shower or bath, or even the ocean waves. The case is *sealed* against moisture—and dust. Stays that way, too, because it need never be opened for adjustment.



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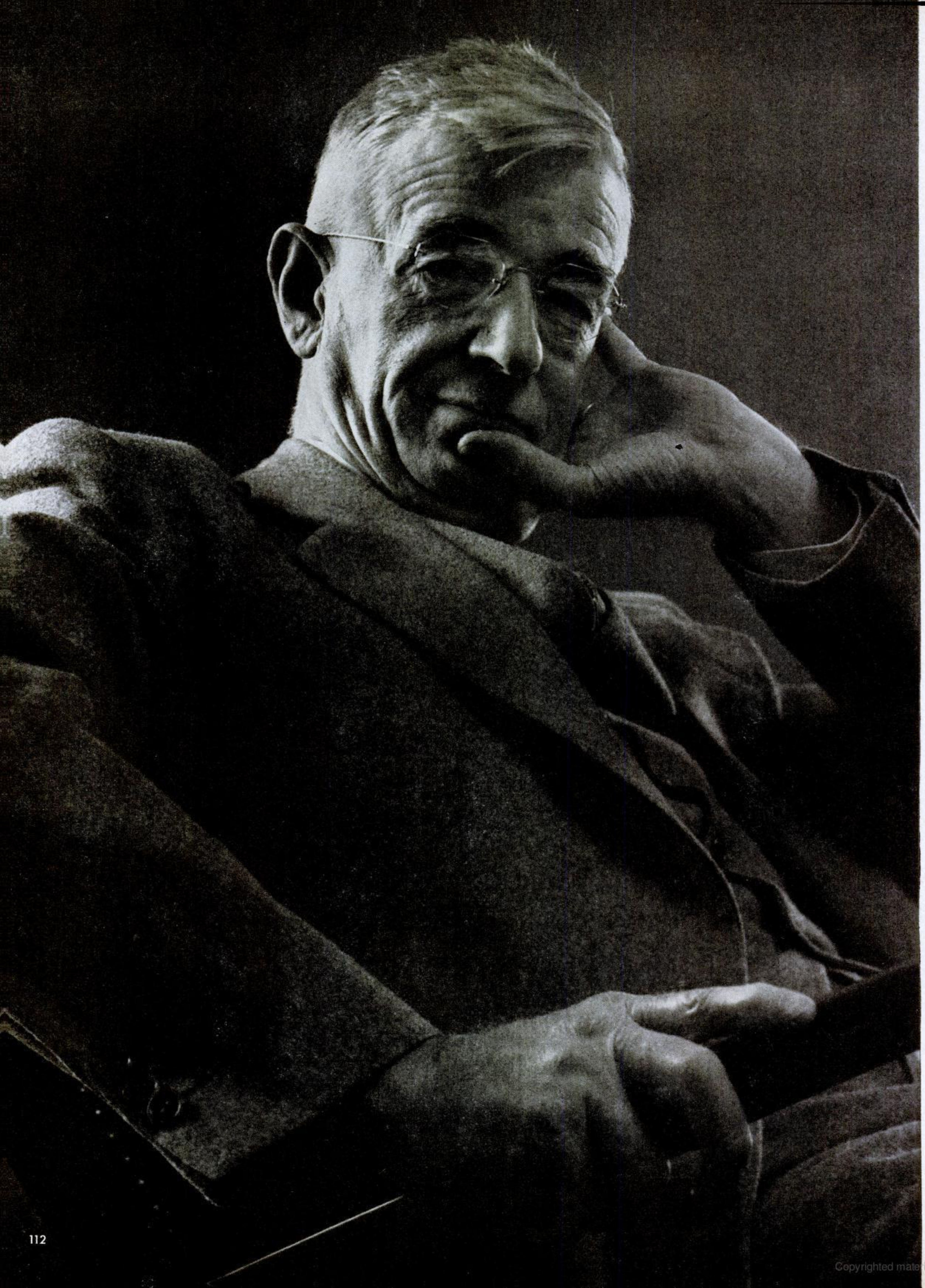
It takes abuse with a smile, resists shocks and jars that stop the ordinary watch.

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FOR ALL TIME SINCE 1878



SCIENTIFIC WEAPONS AND A FUTURE WAR

Intercontinental missiles? High bomber fleets? Carriers? A great scientist tells the facts about new weapons and explains how war can be averted or, if necessary, won

by VANNEVAR BUSH

Is it true that a new all-out war, with atomic bombs and biological warfare, would destroy civilization and drive us back to the dark ages? Is the case so desperate that a prophylactic war is justified in order that we might at least meet the inevitable at our own time and on our own terms? Can a democratic regime develop great military strength without distorting its true nature?

There are no precise answers to these questions, just as there is no complete answer to the bigger problem of how to avoid another war. There are powerful factors present: science and democracy. Modern science has utterly changed the nature of war and is still changing it. And the democratic process has given us new controls over our destinies that are subtle, only partly understood, and also changing.

I believe, first, that the technological future is far less deadly and alarming than many of us have been led to believe, and that the hopeful aspects of modern applied science outweigh by a heavy margin its threat to our civilization. I believe, second, that the democratic process is itself an asset with which, if we can find the enthusiasm and the skill to use it and the faith to make it strong, we can build a world in which all men can live in prosperity and peace.

A new era in warfare started with the First World War. Two great innovations were responsible for this. The first of these was the development of precision manufacture and mass production. The second was the internal-combustion engine. Between them they made mechanized war possible, and the world will never be the same again.

On land the First World War became a deadlock very early. The creation of complex automatic devices in quantity—such as the machine gun—and the development of simpler effective instrumentalities—such as barbed wire—ended forever the hot rush of masses of men and replaced it with doggedness, a new kind of courage and endurance and a skill at operating machines under stress. For the first time the factory behind the lines became a dominant element in the whole paraphernalia of war.

The same mechanical processes that produced wire, artillery, or the machine gun could also build tanks, and the internal-combustion engine using petroleum products was available to propel them. The tank could knock down the wire field, and men could follow. But the tank became an orphan that received scant support, so that it appeared in quantity only when the exhaustion of one camp had already made the deadlock tenuous. The internal-combustion engine had also made the aircraft possible, and men had flown for a decade before the war began. Yet the participation of military aircraft in that war was an incident rather than a determining factor.

Another innovation that appeared in land warfare we need to note because it was the forerunner of new things—poison gas.

On the sea also there was a beginning of a revolution in methods,

In recent weeks a bitter public debate has been staged by the Army, Navy and Air Force on the U.S. defense program. The argument is highly technical, involving weapons based on scientific advances which most citizens understand but dimly. This article provides a dispassionate guide to what U.S. security policy should be. The three sections which follow the introduction on this page deal with some of the most important new weapons and their application to land, sea and air warfare. The concluding section deals with the nature of total war in the atomic age. The author is this country's foremost scientific military authority, director during World War II of the Office of Scientific Research and Development. His article, prepared especially for LIFE, is based on his new book, *Modern Arms and Free Men* (Simon and Schuster; copyright, 1949, Trustees of the Vannevar Bush Trust), to be published Nov. 21.

but only a beginning. The computing device that aimed the great guns of the battleship automatically allowed for the course and speed of ship and target; it introduced into its computations the deflection of the shell owing to the rotation of the earth, gravity, and the barometric pressure.

The great innovation of sea warfare was the submarine. It was thoroughly underestimated when the First World War broke out; there were in existence practically no means of combating it, and, despite its crude form, it nearly determined the outcome of the war before it was overcome by the depth charge and the convoy system.

Radio also appeared in the First World War. The embryo of great

developments, it was useful primarily for communication at sea and to correlate movements in sea battles, but it presented in use most of the beginnings of what led later to the extraordinary ramifications of what we now call electronics.

When the First World War ended there were thus in existence nearly all the elements for scientific warfare. What did the world do about it? It went to sleep on the subject. So the Second World War began where the first one ended. There were a few exceptions.

The greatest peacetime development, from a military standpoint, was in the field of aeronautics. Here there were many forces at work. Primary was the coming of age of air transport, with plenty of vicissitudes, but in the hands of true pioneers who did not shrink from taking a risk and did not settle into their collars when a technical innovation was proposed. Second, there was genuine military interest here, and real stimulus by military orders and development.

During the peace the techniques of artillery moved ahead in the slow way in which the art of firing projectiles has always moved since the days when guns were first rifled and explosives first placed in shells. The whole gamut of new ordnance devices—rockets, recoilless guns, guided missiles, proximity fuzes, bazookas, frangible bullets—waited for the pressure of war, appearing then largely outside the organized system of ordnance development, and sometimes in spite of it.

During the interval of peace two military devices of importance were developed in governmental laboratories and associated industry and kept very secret. They were radar and sonar. And all the time, between wars, the science of the atom moved steadily forward.

The Second World War was, far more than the first, a war of applied science. The great campaigns that swept across the continents and the oceans drew so heavily on the accumulated stockpile of fundamental scientific knowledge that this was all but exhausted when fighting stopped. Should a new war have to be fought in a decade or so, there will be innovations, but in all serious probability no such burst of new devices as accrued when organized science and engineering first turned their full effort into war, drawing without inhibition or restraint upon the great unused accumulations of the past.

One cream is all you need for a complete beauty treatment when the cream is Jergens Face Cream enriched with new and precious Vitone.



Vitone your skin for younger-looking, lovable beauty!



Now, a cream that softens while it deep-cleanses... Jergens Face Cream enriched with Vitone, a skin-smoother called finer than Lanolin. Smooth it on... watch how much *hidden* grime tissues off... feel how soft your skin is... see a glowing beauty men love!

Use all-purpose, Vitone-rich Jergens Face Cream as a cleanser, a softener, a dry skin cream, a powder base. This luxury cream costs no more than ordinary creams. 20¢ to \$1.39 a jar. (plus tax)

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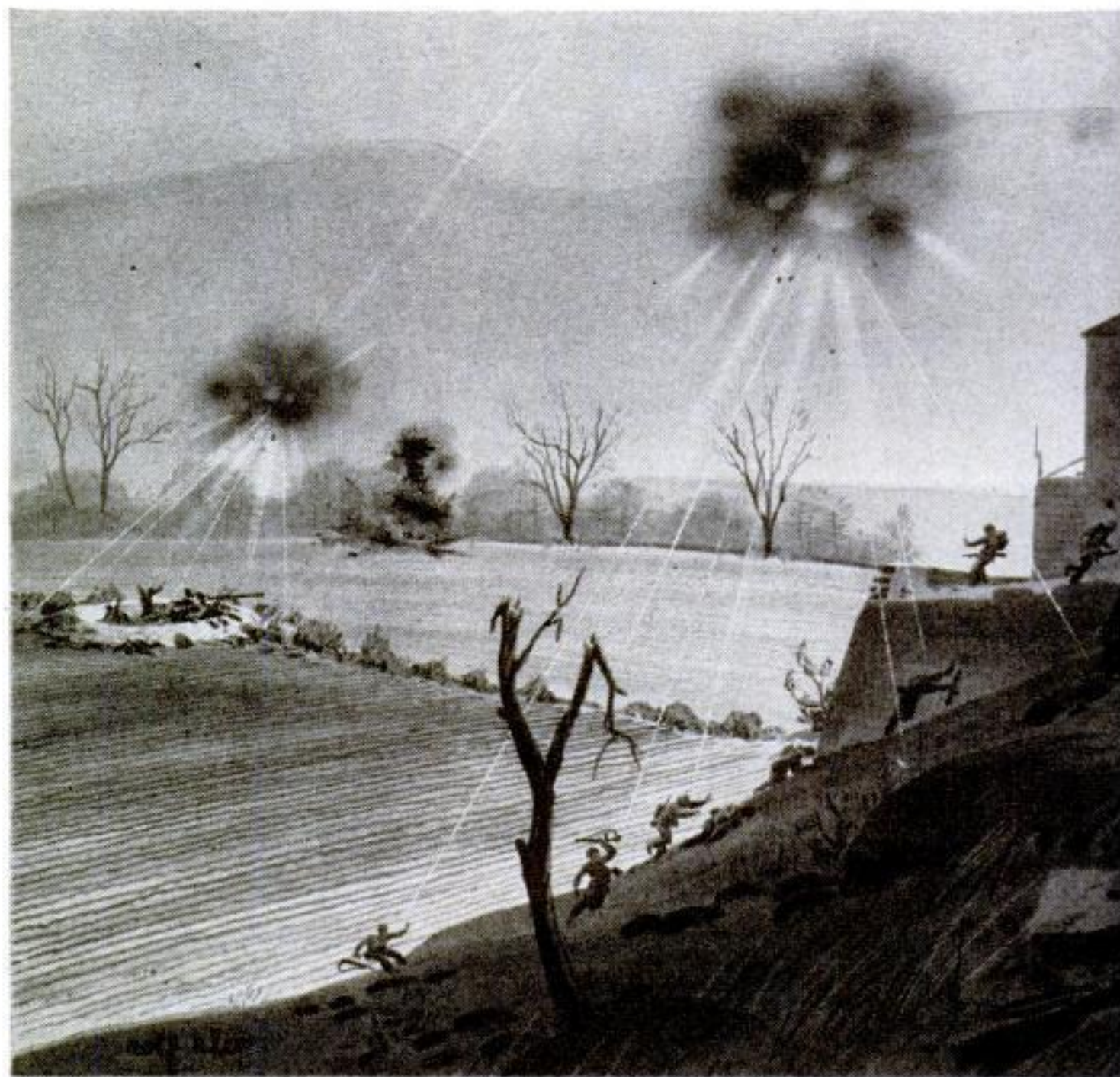


So rich... so distinctively smart... a gift sure to win admiration. The sleekly tapered pen is the New Aero-metric Parker "51" with its array of remarkable advances. And only this desk pen in the "scoop" holder swings on a sphere held by a lasting magnet in the base.

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VANNEVAR BUSH CONTINUED



ANTIPERSONNEL ARTILLERY SHELLS with proximity fuzes are one of weapons shifting advantage to the defense on land. Fuzes detonate shells in

WAR ON LAND MAY

THERE is no longer any such thing as exclusively land warfare. Amphibious operations and the interaction of air operations with the movement of armies ended all that. But we can nevertheless look at land campaigns as a phase of warfare.

When the Second World War first opened actively, after Hitler had consolidated his conquests in the east while the Allies waited behind the Maginot Line, it soon became evident that the deadlock on land, characteristic of the first great war, was virtually a thing of the past. Masses of mobile artillery could prepare holes, and cavalry in the form of the tank-air team could exploit them. Hitler conquered the Continent because his army had so perfected this method that it overwhelmed customary resistance.

After a long interval, the war on land ended with the same sort of sweep over Europe with which it had begun—the breakthrough of lines, the wide cavalry sweeps, mobile warfare in all its rush and complexity. From this fact it would be easy to jump to the false conclusion that there had been no real change in the interim, that the deadlock on land of the first war had been permanently and universally broken in the early part of the second war. Actually, the facilities of defense had improved enormously, and the means of successful breakthrough in 1940 had become utterly obsolete by 1944. In the final breakthrough many new factors were present: long preparation by bombardment of communications, exhaustion of the enemy after five years of war, the finest armies the world has seen, effective coordination of allies in the field for the first time in history, unprecedented industrial production and magnificent leadership.

The question of how matters now stand in regard to a deadlock on land may be argued at length. It is certain that the fully prepared lines of a competent industrialized nation are not going to be broken by an enemy of equal size unless the latter is capable of operating effectively in the field large masses of highly advanced technical

WHAT SOME FAMOUS AMERICANS



GENERAL MARSHALL

"This . . . discussion comes at a most critical time . . . should wipe out many fallacies and promote well-founded conceptions as to our future security."



DAVID LILIENTHAL

"Dr. Bush is richly qualified by . . . experience. . . . A book to give heart to those who wonder about the ability of the democratic system to defend itself."



mid-air with devastating downward burst. Drawing shows shells catching men in an open gun emplacement (left), on a slope (center) and in a trench (right).

END IN DEADLOCK

equipment, and this is true even assuming the presence of atomic bombs in moderate quantity on both sides.

One of the new primary aids to the defense that appeared in the interval was the use of great quantities of land mines. In the contest between land mines and means for removing them, the mines won out. Portable devices for detecting metallic mines were successfully developed; they worked along much the same lines as the defective radio set that whistles when one waves his hand near it, but they were avoided by the plastic mine. Dogs were taught to smell out mines, and they did, but there are too many ways of tricking dogs for this to be of much use. Great rollers, pushed ahead of tanks, capable of withstanding mine explosions, had some success, but not much; an occasional very large mine could wreck them. "Snake"—pieces of hose full of explosive, capable of being pushed ahead or pulled ahead by a small rocket—could be exploded to clear a lane. Tanks equipped with a succession of these devices could proceed, provided the tank itself was not destroyed, but this was a laborious method indeed for fields of great depth. Very light vehicles, in particular the Weasel, a treaded vehicle of low-unit pressure, could proceed over mine fields set for heavy vehicles, but this machine was not armed or armored, and mines set for light pressure could stop it. The Russians apparently merely ignored the fields, moved ahead and accepted the losses. These could be very large—for example, when mines were built to project a can of explosive into the air to explode there and spread fragments over an area. The ratio of losses on the eastern front as the Russians advanced reflects this fact. The days when hordes by their mere number could overwhelm fully prepared positions approached their end.

Moreover, toward the end of the war, a defensive element entered that the Germans did not have and that added enormously to defensive possibilities. This was the proximity fuze, which is considered here as used by artillery against ground troops in the open. The

CONTINUED ON NEXT PAGE

SAY ABOUT DR. VANNEVAR BUSH



JAMES B. CONANT

"No one interested in the foreign policy of the U.S. can be considered well informed who has failed to read Dr. Bush's *Modern Arms and Free Men*."



BERNARD BARUCH

"Our minds have been filled with frightening visions of dread weapons of the future.... No man is better qualified to put these... visions into orderly place...."

So easily yours...

"THAT FORMFIT LOOK"

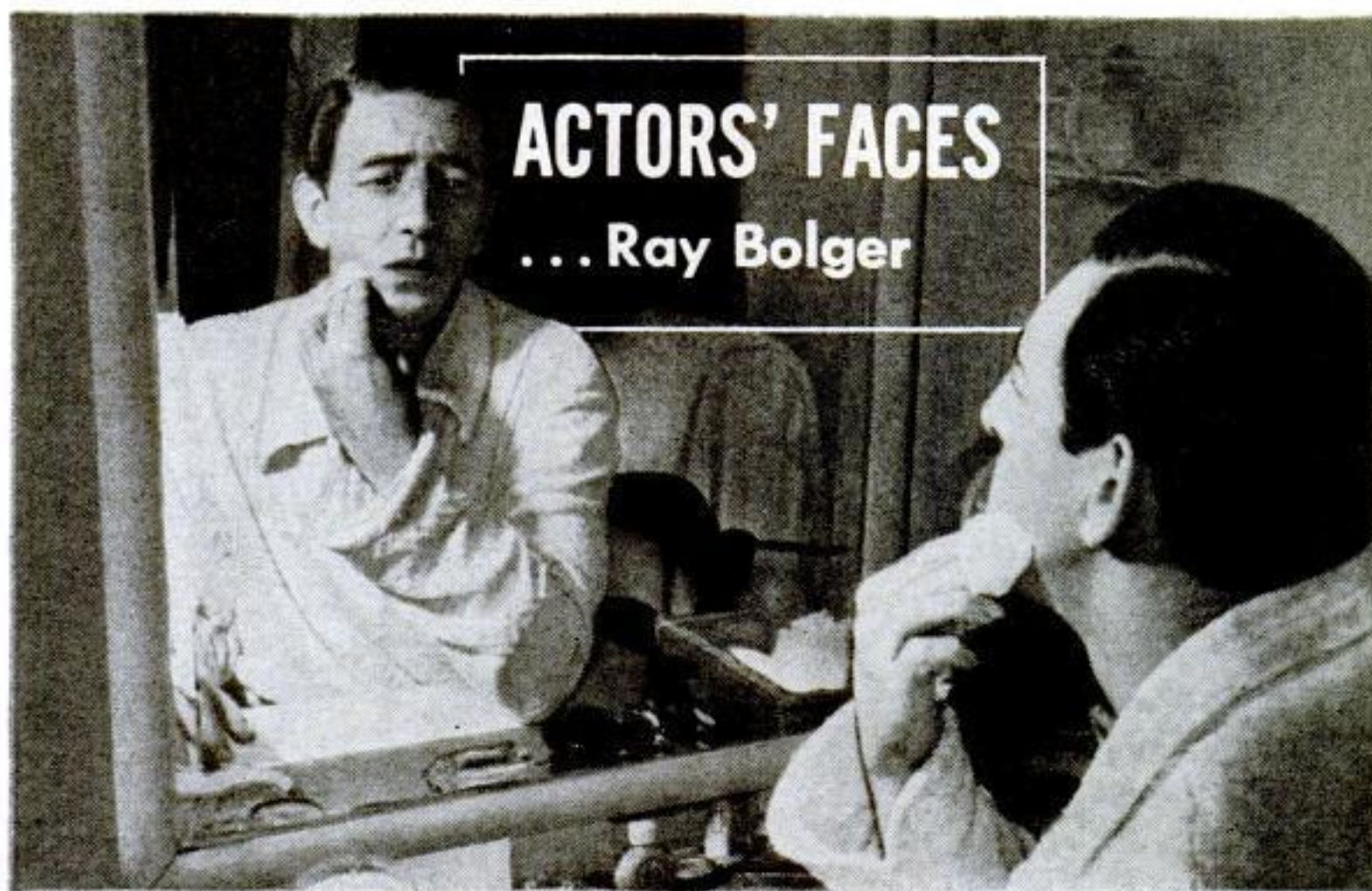
No longer need you envy the look of beautiful figures like this. We say you *can* have the look of figure-perfection yourself—easily, instantly! No matter what your figure faults, Life Bra and Life Girdle by Formfit correct them faultlessly. You get all the control you need, yet enjoy the freedom and comfort you want. The secret is in the exclusive Formfit way these creations are tailored to work together, and to LIFT, MOLD, CORRECT, HOLD—all at one time! Be fitted and see, at any of the better stores. Remember—*more women wear Formfit than any other make.*

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"Removing heavy stage make-up keeps my face sensitive," says Ray Bolger, famous Broadway star shown here in his dressing room. "But getting close, comfortable shaves is no problem since I started using Williams Shaving Cream. It's easy on the skin—never irritates."

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If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier and richer Williams Brushless Cream.





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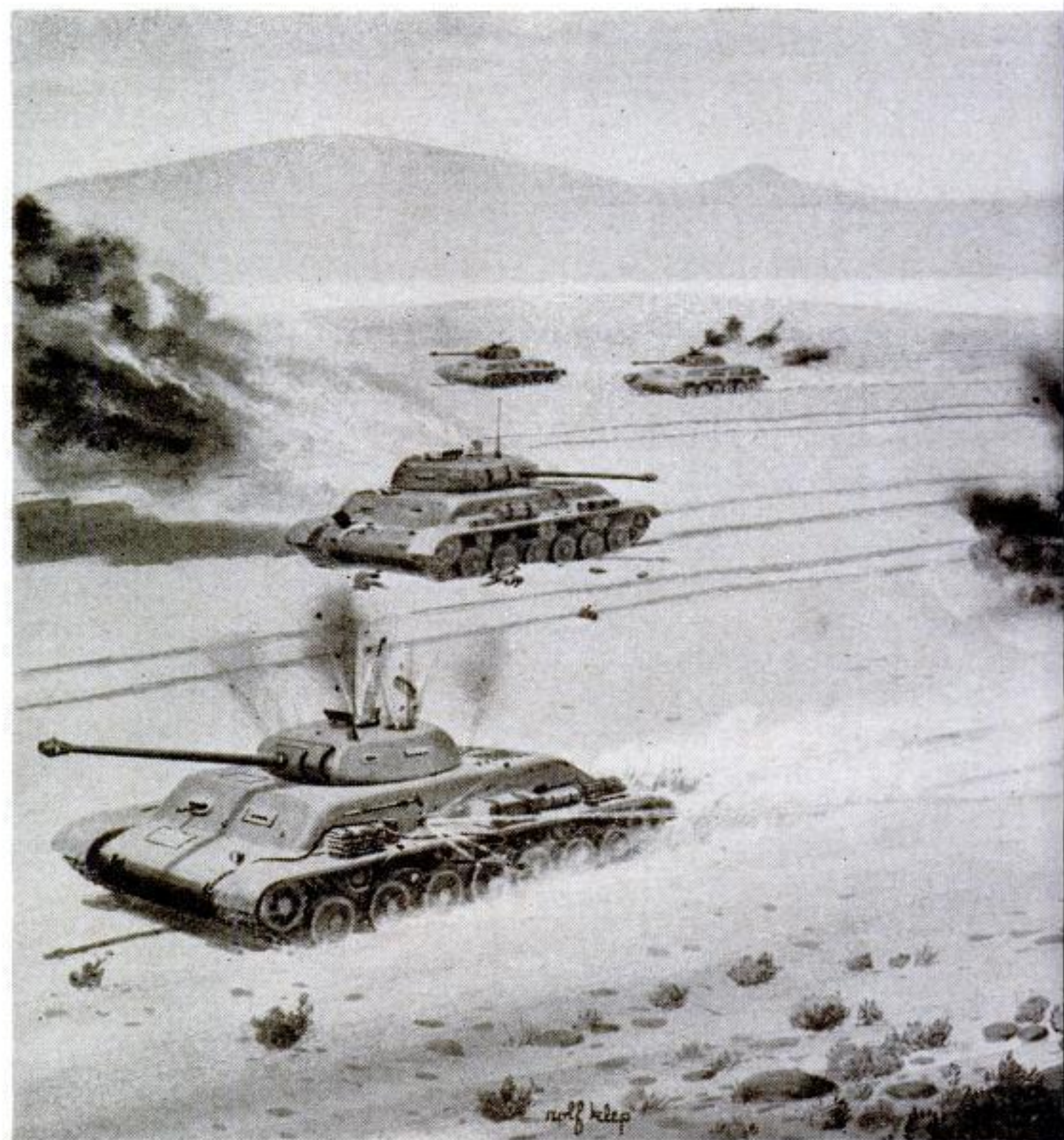
VANNEVAR BUSH CONTINUED

old method was by timed fire, that is, by a fuze in the shell timed to cause it to explode at a chosen distance above the ground, whereupon the shell would spread its shrapnel in a deadly cone directed nearly downward. Timed fire could be used only when one could see the ground, and it was not very precise. The proximity fuze contains a little radio set that triggers off the shell at a predetermined distance above the ground. No observation of bursts and no difficult presetting are necessary.

The advent of this fuze increased the effectiveness of artillery against personnel in the open by a large factor, perhaps as much as ten times, and this gain was equivalent to having ten times as much artillery at work. When artillery effect is multiplied against moving men there is a strong turn in favor of the defense. The proximity fuze appeared in land use just at the beginning of the German counteroffensive in December 1944, at the Battle of the Bulge. Especially on the northern side of the German breakthrough it caught German troops in the open, in the fog, at road intersections, as they advanced, and it spread consternation. Its power was by no means fully exploited; this was a first use, and artillery officers, and especially the high command, by no means appreciated what had been placed in their hands. Yet, by means of this fuze, together with air effort as the fog lifted, the lack of fuel on the German side, determined resistance and defiance exemplified best by the historic remark of the commander at Bastogne, and adroit movement of divisions, the breakthrough was stopped before it could be effectively exploited. The proximity fuze may well have saved Liège.

A mine field, adequately covered by artillery or mortars with proximity fuzes, is a formidable line. Mere combinations of tanks and men will not penetrate it. The tank, moreover, nearly met its match in the last war; perhaps it should have. A limit to the practicable size of tanks and the thickness of armor that they can carry is imposed by the necessity that they shall not bog down in the softest going to be encountered. An explosive charge can be constructed, and a relatively small one at that, that can penetrate the thickest armor they can carry. This is because of a very old principle called the Munroe effect. A mass of explosive, properly shaped to focus its effect, triggered off at the right instant and in the right manner, will bore a most extraordinary hole in steel or in anything else. Through the hole goes a deadly blast. This principle was used in missiles fired by the bazooka, a light rocket-firing weapon that could be carried and fired by one man. Its muzzle velocity was very low, its precision was poor, it was dangerous to use, but it could stop a tank, and its advent was new strength for the infantry.

Another innovation that spelled difficulty for the tank was the recoilless gun. This was a gun that shot forward and backward at



TANKS CAN BE STOPPED. The soldiers at right are shooting a lightweight recoilless gun, firing shells utilizing the principle of the Munroe effect, which

the same time. Such a gun sounds like an inventor's lurid dream, and there were many such, but the forward effort could be caused to give a projectile good muzzle velocity and precision in a rifled barrel, while a backward blast through an orifice removed the recoil and was harmless unless someone inadvertently got close behind the gun. The importance of this innovation resided in the fact that it produced a powerful, relatively inexpensive weapon of low silhouette, readily moved and used by a couple of men, and hard hitting even at a moving target at some distance. This weapon and the shaped charge were never combined. There seems to be no inherent reason why they should not be. A tank wandering through a country infested with such weapons would have a short life.

The airborne-infantry assault should also be considered in any discussion of improvement of defensive means on land, for this might be a way of breaking defensive lines. Techniques for airborne assault were much improved during the war. But the experience of Crete, Normandy, Arnhem, the Rhine crossings, showed rather well that the airborne assault is an auxiliary to the advance rather than a means of starting wide sweeps behind the enemy lines. Wide cavalry sweeps, in these modern days, require vehicles and plenty of them; any slow caravan in an armed hostile country will be overcome by highly mobile forces concentrated against it. A weak island might be thus attacked, but it would have to be decidedly weak. The much heralded airborne assault is an aid to a breakthrough and apparently not much else. We are not interested in the assault by an armed nation upon one that is unarmed in a modern sense—here air assault might work, but probably would not be necessary. There might be a place for airborne assault in connection with surprise invasion on the scale of an enlarged Pearl Harbor, although this is doubtful. As an aid to breakthrough, to reduce casualties and risk in any case where there is control of the air and when the breakthrough is going to occur in all probability anyway, the airborne assault has its place, and as such an aid it was skillfully used. An airborne assault attempting to penetrate a line adequately protected by early warning and interception radar, and possessing fast interceptor planes equipped with radar for night use, would be a suicide attempt.

There is a strong indication, therefore, that the defense may again be in the ascendant in land warfare, that the deadlock of the First World War might well reappear if antagonists substantially equal from the standpoint of skilled use of ample technical devices met again at a long land frontier. This might merely throw the weight of the effort elsewhere, but it is an important factor to consider as we look to the future.



can blast holes clear through even heavy armor. Land mines have knocked out some machines, and rocket-firing planes are attacking others still under way.

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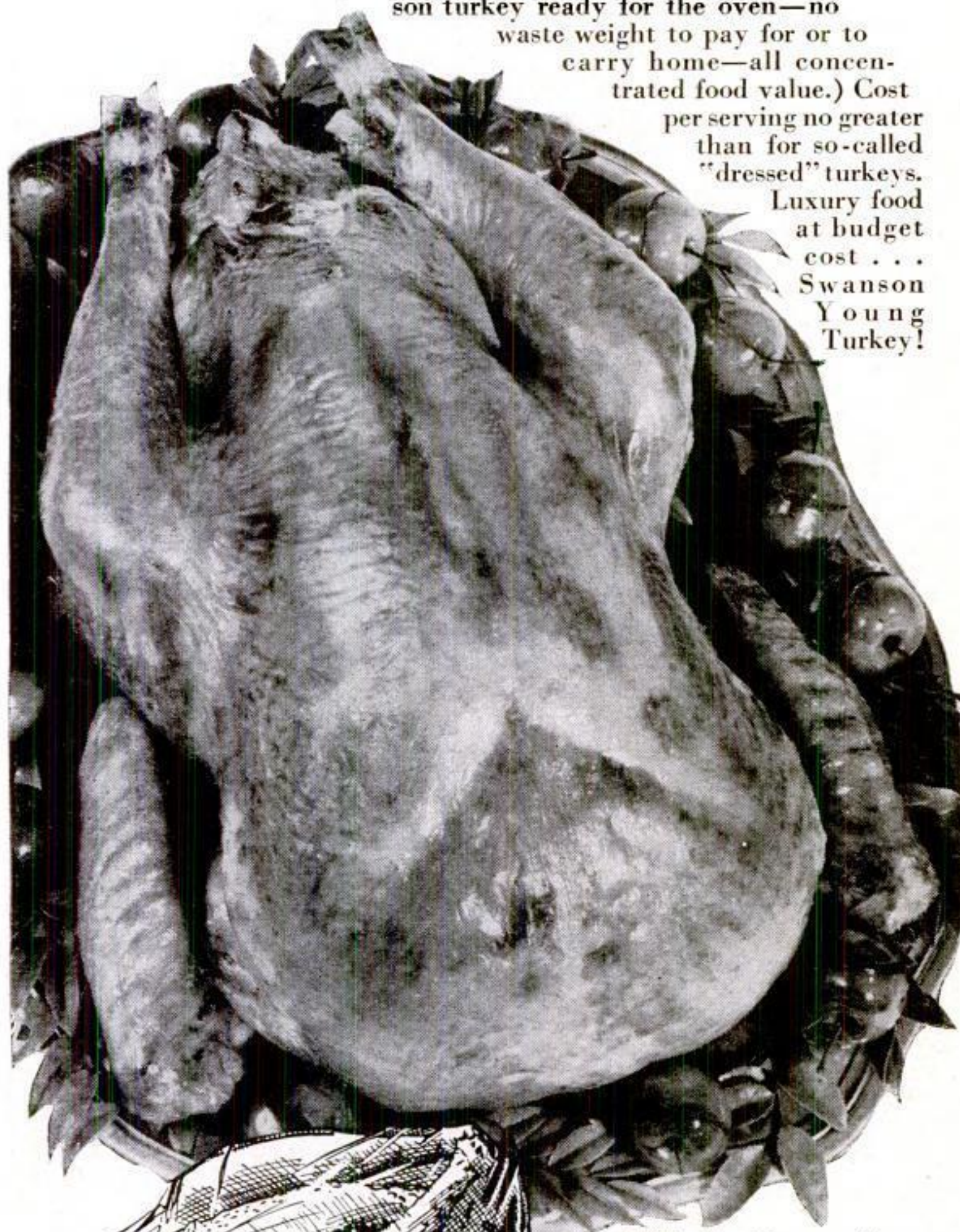
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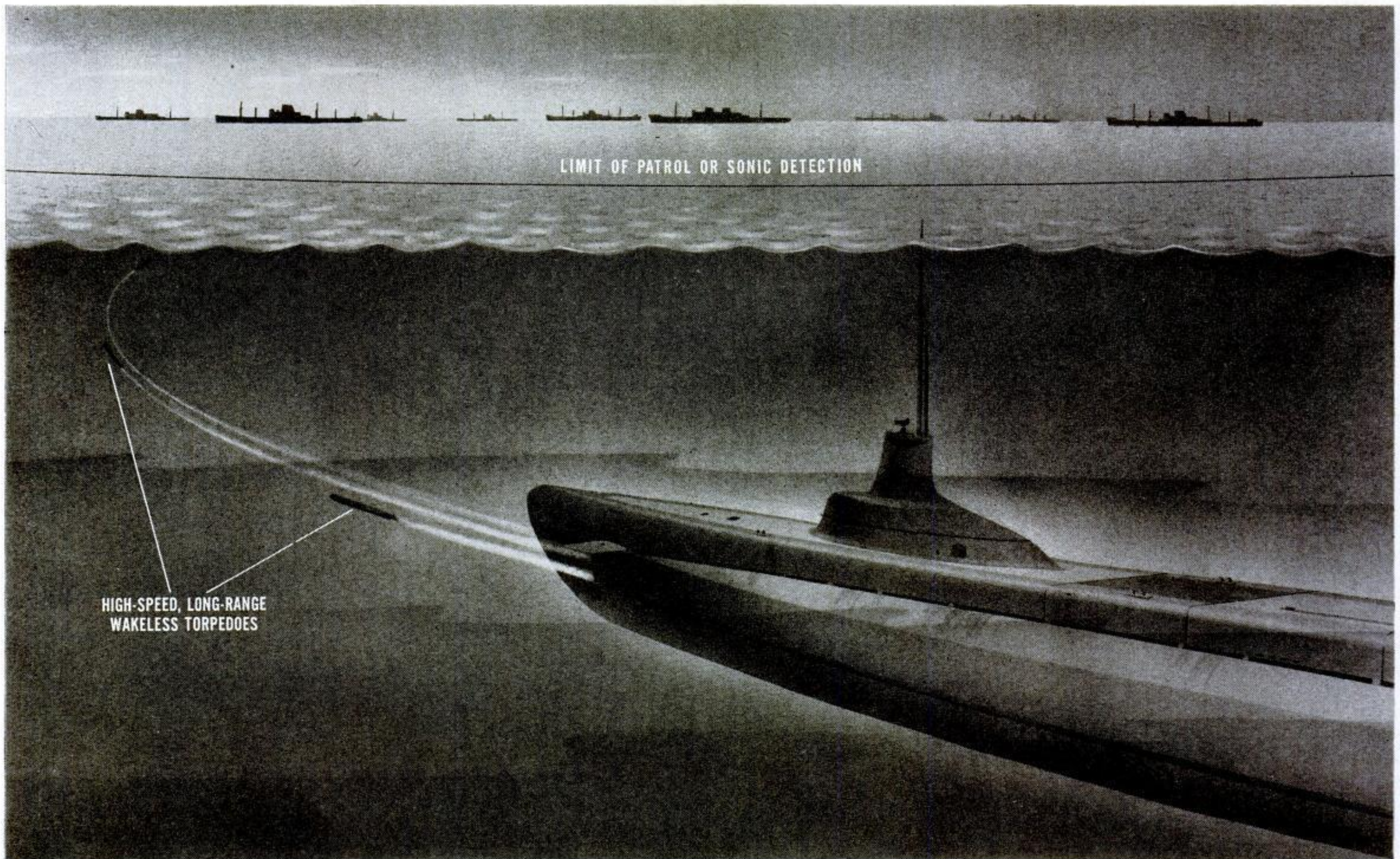
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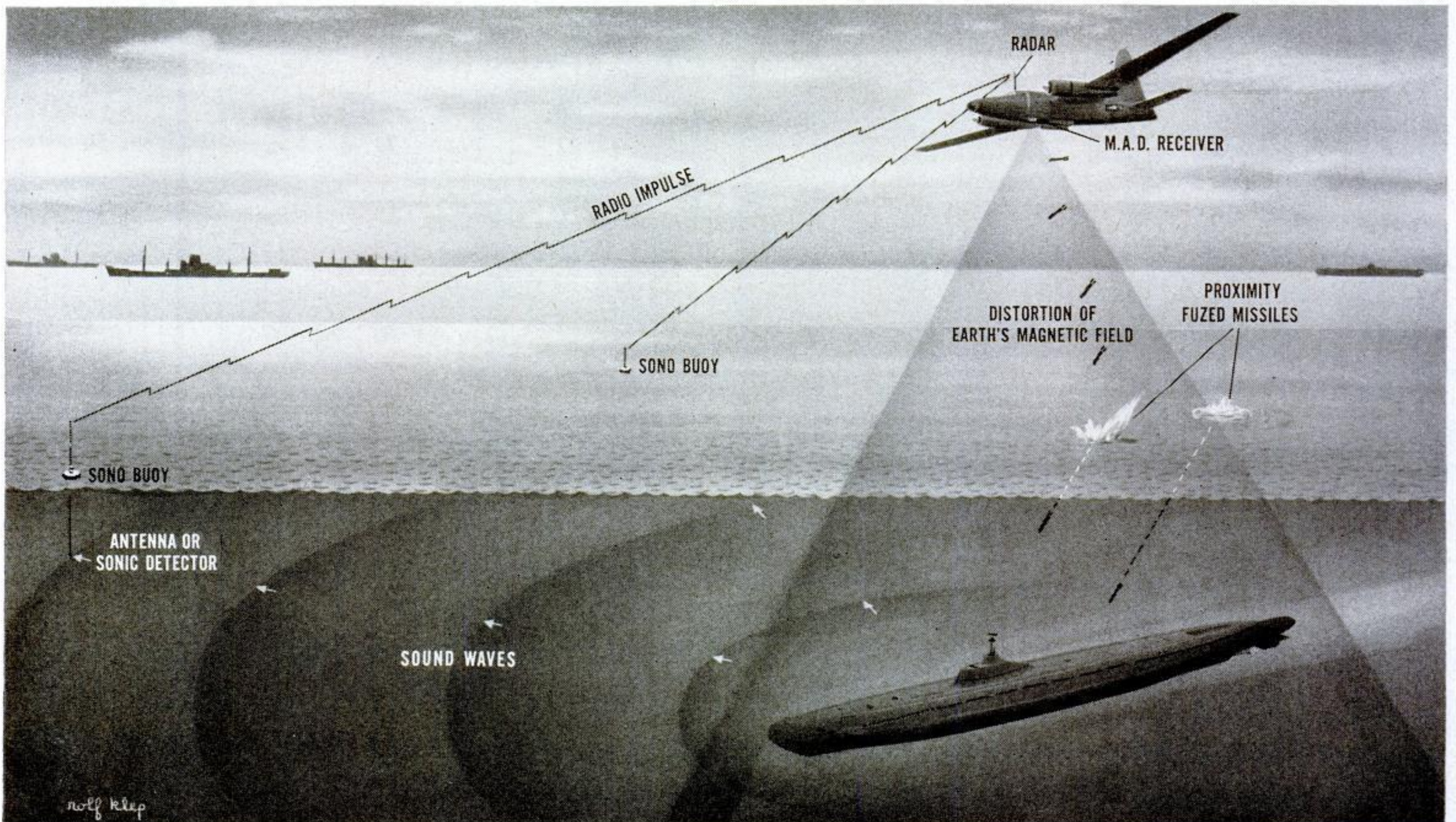
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A SUBMARINE ATTACKING ships no longer need risk discovery by coming in close for the kill. Convoys depend on sonar, a radio-detection device for underwater use, and air patrol to warn of approaching submarines. But a modern submarine, equipped with

schmökel to avoid the necessity of surfacing for air, can stay out of range of the convoy's sonic and air-patrol detection and fire long-range torpedoes from its stern even while making a getaway at high speed. Homing devices take the torpedoes to the target.



PLANE TRACKING A SUBMARINE begins by dropping sono buoys which lower microphones below surface. Microphones pick up and transmit to plane sound waves from submarine, as shown by arrows above, by which position and movements of tar-

get are traced. To learn when it is over target plane uses magnetic airborne detection (M.A.D.) receiver which picks up distortion caused in the earth's magnetic field by submerged submarine. Kill is made by special missiles, not by old-fashioned depth charges.

AT SEA SUBMARINES ARE THE BIG THREAT

THE last conflict may well have seen the end of that most dramatic of the scenes of war: the clash of great fleets and great ships. The whole evolution of sea warfare in World War II, from a technical standpoint, revolved about radar. Radar had its real origin in 1925, when two physicists performing experiments for purely scientific reasons sent out short radio pulses and studied their reflections from the ionosphere, the conducting layers above the earth that reflect radio waves. There are two ways of using radiation to find the distance to an object; one, to examine the interference pattern of continuous radiation, and the other, to send a short pulse of radiation and examine the echoes. The first was used in the proximity fuze, and is excellent for short distances. The second readily won out as the better for radar use.

The sensitivity of radar, and its precision, are both remarkable. Using cathode-ray tubes in much the same way that a television tube displays a scene, radar can make the earth visible from a plane above the clouds, in fog, or at night, with a detail as though one had a map spread out before him or could see through the obscurity. Such an instrumentality was bound to revolutionize many departments of warfare, and it did, especially on the sea.

There were great fleets of fighting ships in existence when the war started and they were bound to clash. As always, in naval shooting war, the decision in the long run went to the ships that could shoot straightest, soonest, and under most difficult conditions. After stumbling beginnings, we could shoot best, for we had the best radar, and the issue was no longer in doubt. The days of great battle-ships seem to be over. They passed from the scene because the great carrier took over their functions, with its longer striking range. Even the day of the great carrier may be past. It is by no means an open-and-shut question, but one that will stand plenty of dispassionate analysis. We shall see.

The war ended, or became a contest against a relatively unskilled or unequipped enemy, before the full evolution of warfare on the surface of the sea had run its course. So one development of great potential significance that appeared here and there did not come into full use. This was the guided or homing bomb.

The threat of the guided bomb

BOMBING from moderate or high altitudes with ordinary bombs is a very haphazard affair. It is quite possible, however, to guide a bomb after it is released, and throughout the half minute or so of its fall, and thus attain real accuracy. This can be done either automatically or with manual controls, and it has been done in diverse ways.

Is there any effective defense against the very high bomber using guided bombs? If there is not, the days of large fighting ships—carriers as well as battleships—are over. In all probability there is a defense, but how effective it may be will be questionable for a long time to come.

In a possible future war, if it should occur while the world has its present general interrelationships, the only enemy fleet of any moment would be a submarine fleet.

The First World War showed the ability of the submarine to interrupt commerce, even though the U-boats of those days were clumsy, fragile affairs. In the interval of peace two things happened, one to the advantage of the submarine, one to its disadvantage. The submarine acquired more underwater speed, longer endurance, and a tougher hull. By the time the Second World War opened it could submerge rapidly to several hundred feet and maneuver in tight circles. The submarine could always use listening devices just as well as a surface craft could and this fact, added to better performance, made the old forms of attack on the submarine practically obsolete. The depth charge, even when the second war began, was nothing but an ash can filled with TNT with a hydrostatic fuze to explode it at a given depth, and it sank at a rate of only five feet per second, so that the submarine had considerable time in which to get out of the way and, with its higher speed and greater depth of submergence, could usually do so.

However, during the peace, a very important means of detection

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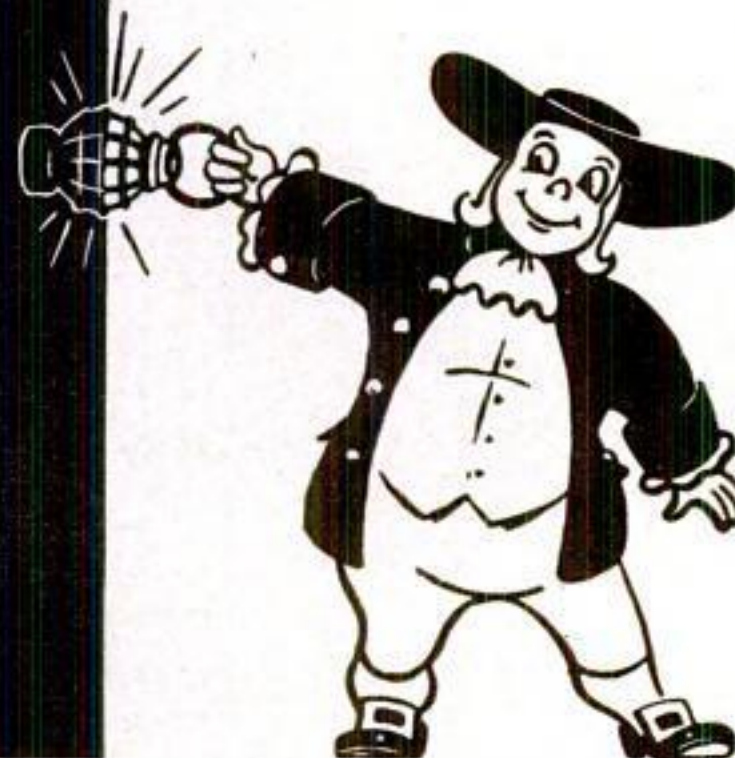


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VANNEVAR BUSH CONTINUED

had been developed in naval laboratories both here and in England. This was called asdic at the time, and later sonar. It is to underwater detection what radar is to air. The ship carrying it emits a pulse of sound of relatively high frequency and then examines the pattern of returning echoes. By timing the interval, and by a directional receiver, the distance and direction of the submarine can be obtained. In later forms asdic, or sonar, could also supply a determination of depth of the enemy. It was a powerful adjunct indeed.

It is important to note that radar pulses cannot travel more than a few feet under water. Moreover, there are strict limits as to what can be done with sonar pulses and their reflections, because of attenuation of the signal and confusion of echoes from the bottom, so that a few thousand yards under good conditions seems to be the limit of range. There is no such thing under water as radar's range of many miles in air. Still, sonar seemed to be the answer to the submarine as it then existed.

Perhaps it would have been, if there had been an equal advance in attack weapons, but we entered the war with the same old ash cans and held to them tenaciously even though they were clearly outdated. The undisputed power of sonar gave us overconfidence, and we paid for this later in excessive sinkings.

Even the presence of sonar did not assure protection of convoys. Part of the trouble was the fact that sonar sometimes is severely limited when temperature distribution in the sea is unfavorable. Limits were set on the effectiveness of searching craft by the fact that their sonar would not work at high speeds. But the principal limitation was the fact that depth charges were not much good. Submarines could now work into position ahead of a convoy, discharge their torpedoes, and then by going to great depths be rather sure of getting away safely. Depth charges that were at least streamlined to sink more rapidly were belatedly developed, something was done about installing proximity fuzes on them, and these changes helped. But the odds were still on the submarine in surprise attack on a convoy or an isolated ship, and losses mounted to serious proportions.

To be overcome, the submarine must first be spotted in the broad reaches of the sea, then more accurately located by pinpointing methods and pursued while it remains submerged, and finally destroyed. There were striking advances in all these fields.

There were two great methods of broad search, highly effective at the time, and now both obsolescent or greatly reduced in value. The first of these was direction finding by radio, and the reason it was of great value was that the Germans made an error that may not be repeated. They communicated by radio from Berlin with their submarines continuously throughout the war. Radio stations listening to their messages could take cross bearings and give a rough position of the sending submarine.

The second great method was that of radar. The submarines of the day had to spend a considerable fraction of their time on the surface to charge their batteries. When on the surface they could be detected by radar at a distance of 20 or 30 miles. A radar-equipped plane could therefore sweep great areas, as much as 5,000 square miles an hour. Even the enormous areas of the open ocean begin to yield when fleets of planes are thus equipped.

The hunter-killer group

THE most deadly combination, however, was the hunter-killer group. A small aircraft carrier and other surface antisubmarine craft accompanied a convoy, or left it for direct attack upon a U-boat concentration. Radar sweeps gave the necessary knowledge of position, and specially equipped aircraft alone or in combination with surface craft pressed home the attack. When we thus carried the war to the enemy, the tide began to turn.

For precise following of a submerged submarine there were several developments. Sonar remained the mainstay and, while its range was not radically increased, it became more versatile and dependable. It finally came to the point where a submarine once caught in the sonar beam of a surface ship, when sonar conditions were good, could hardly expect to maneuver in such manner as to escape.

Magnetic airborne detection, M.A.D., also appeared. While severely limited in range it could find a submerged submarine by the distortion the submarine produced in the earth's magnetic field.

The sono buoy supplemented these means and was particularly useful from aircraft. One cannot listen to a submarine's underwater noise from an aircraft, or for that matter from a surface craft at high speed, which is itself making so much noise as to drown out all else. But one can drop a small buoy to lie quietly on the surface, listen through a microphone that it lowers to suitable depths, and broadcast by radio what it hears. When a submarine submerged

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after having been caught on the surface by radar, it was no longer safe, even if no surface-hunting ships were present. Aircraft could keep contact with it by rings of sono buoys, each dutifully sending its identification signal and the news of the submarine's progress. Aircraft, in relays if necessary, could thus keep the submarine under surveillance until its underwater endurance was exhausted and it was forced to surface and meet its pursuers, or until surface craft could arrive and take up the trail by sonar. Moreover, new means appeared for attacking it while it was still submerged.

The depth charge was really obsolete, but remained in fashion for a long time. Forward-thrown weapons were inherently more effective. The forward-throwing weapons sprayed a pattern of charges well ahead of the attacking ship, by spigot guns or rockets. These charges sank rapidly, and when one hit the hull of a submarine it blasted out a hole bound to be lethal. The weapon was designed to cover an area with a pattern of charges like a shotgun pattern, leaving no gaps, and thus shooting became more deadly. Most important, it could be directed to one side or the other in accordance with last-second sonar observations and could be fired while the submarine was still under sonar contact, not after the attacking vessel, in passing over the submarine, had lost contact.

Submarine-killing planes

THE rocket-carrying plane was appallingly effective. A high-speed plane, having located the submarine by radar, could come diving in at a moderate angle. It could switch on a blinding light for a final guidance or fire by radar alone. Its most deadly weapon was a rocket with a solid head. This was aimed to hit well short of the submarine; it had a long, shallow underwater trajectory; when it hit a submarine it went clear through, leaving a gaping hole on both sides and chaos within. It almost appeared that the day of the submarine was over, not only for the war but permanently. It might have been, except for two new and important improvements in submarines themselves. These two innovations were the high-speed submarine equipped with schnörkel, and the long-range torpedo.

The Germans had designs of high-speed, relatively quiet submarines and built a few, now known all over the world, but they did not build them in quantity. Their importance lies in the fact that they can readily get into position for convoy attack and escape afterward.

The schnörkel was, however, even more important than more speed. It is merely a pipe arranged so that the submarine can run submerged on its engines, with only a small end of the pipe sticking out, like a swimmer breathing through a long straw. An ingenious contrivance prevents difficulty if the seas slop over the top of the pipe, by momentarily closing the pipe so that no water enters, and this is the real technical advance. In the brief intervals when the pipe is closed, the engines draw their air from the hold of the submarine, with some crew discomfort, but otherwise without reducing performance. Such an affair as a schnörkel is very hard to see at all, either by radar or by eye, when there is a bit of sea running. It does not make the submarine completely immune to radar search, but it decidedly decreases the effectiveness of such search. It is undoubtedly possible to build submarines that run on their engines when completely submerged, thus dispensing even with the schnörkel.

The long-range torpedo is much more important than it might seem at first glance. It introduces an element of surprise that is highly significant. The point is that the range of sonar against submarines is limited, and the range of a torpedo can be made to exceed it if one makes the torpedo large and expensive enough. Thus, if a surface ship can know of the presence of a submarine only by its sonar, and if the submarine can fire a deadly torpedo from well outside sonar range, the advantage seems to be entirely with the submarine, which can pick off the escorts of a convoy and then close in for the kill.

The fact that emerges is that the day of the submarine is by no means over. Twice in recent history aggressors have sought to cut the world apart by submarine and thus to prevail. Twice they have failed. We must make sure that a third similar attempt would also fail.

For this assurance we need a vigorous program in the hands of a virile and generously supported Navy, in the closest of cooperation with science and technology throughout the country. We need a Navy intent on the full accomplishment of its main mission, and not diverted by the sirens of more spectacular fields, or arguing on the defensive in regard to its importance as compared with any other service.

CONTINUED ON NEXT PAGE

She couldn't guess!



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IN THE AIR, BOMBERS WILL FIND IT TOUGH

STRATEGIC bombing, in which air power carries on warfare on its own, began with the Battle for Britain. Early-warning radar tipped the scales in that first great encounter. The defensive fighter fleets of England were sorely limited in number, they took heavy and almost fatal losses, but by radar they were enabled to meet the enemy, and they prevailed.

What ensued was a race in techniques. The direct clash of fighter fleets played a great part. But dogfighting in the air, as a determining feature of really modern war, is probably now a thing of the past.

The appearance of the jet fighter changed that. Jet engines increased the disproportion between the performance of the long-range bomber and the short-duration fighter. They made speeds in the air so high and turning radii consequently so large that dogfights became almost impossible. To conduct a dogfight, one has to be able to keep the enemy in sight for more than fleeting seconds. Jet engines increased the effectiveness of the fighters' operation over their own territory with the aid of land facilities, and correspondingly decreased the possibility of defending bomber fleets by accompanying fighters. They may well have made mass bombing at moderate altitudes, against a fully prepared and alert enemy, obsolete.

To understand this one needs to review the radar means employed in defense. First there is the long-range early-warning installation, located on coasts or borders, capable of detecting planes as far as the curvature of the earth permits—at two hundred miles or so if the incoming planes are high. Second is the interceptor-control radar. This places on the cathode ray screen images of all the planes within its range in the sky. Finally, there is the radar on the planes themselves, necessarily of relatively short range because of weight limitations, used to effect the final contact, and even to fire the guns, and available also, of course, to the bombers for defense. There are also the radar and other aids at landing fields—ground-controlled landing systems and the like—to bring fighters or bombers down safely on their darkened fields.

To penetrate a defense thus equipped, night or day, if it is working smoothly and there is enough of it, is an appalling task for any bomber fleet.

The next point to consider is evidently the bomber that flies high. First, the argument runs, if the bomber flies high enough it can be beyond the range of guns. This is not an open-and-shut matter by any means. The high-altitude bomber with its pressurized cabin is decidedly vulnerable if it is hit at all. Second, if the bomber plane flies high enough, it eludes the pursuit ship unless the latter has very early warning to enable it to climb to altitude and engage. This depends of course upon how far-flung an enemy warning net is available and how fast fighters climb. The concept of immune fleets of bombers is undoubtedly a sound concept from a temporary standpoint, but the matter is not so simple as that of merely making a bomber of high ceiling.

The high bomber has its difficulties when it comes to hitting land targets. It will almost necessarily depend upon radar sighting, and this is useful only where there are prominent features such as lakes or rivers to show up conspicuously on the radar screen. But radar sights can be jammed and deceived, and visual sighting is not much good, even when it is daylight and there are no clouds.

We have one more technique to consider, that of the guided missile.

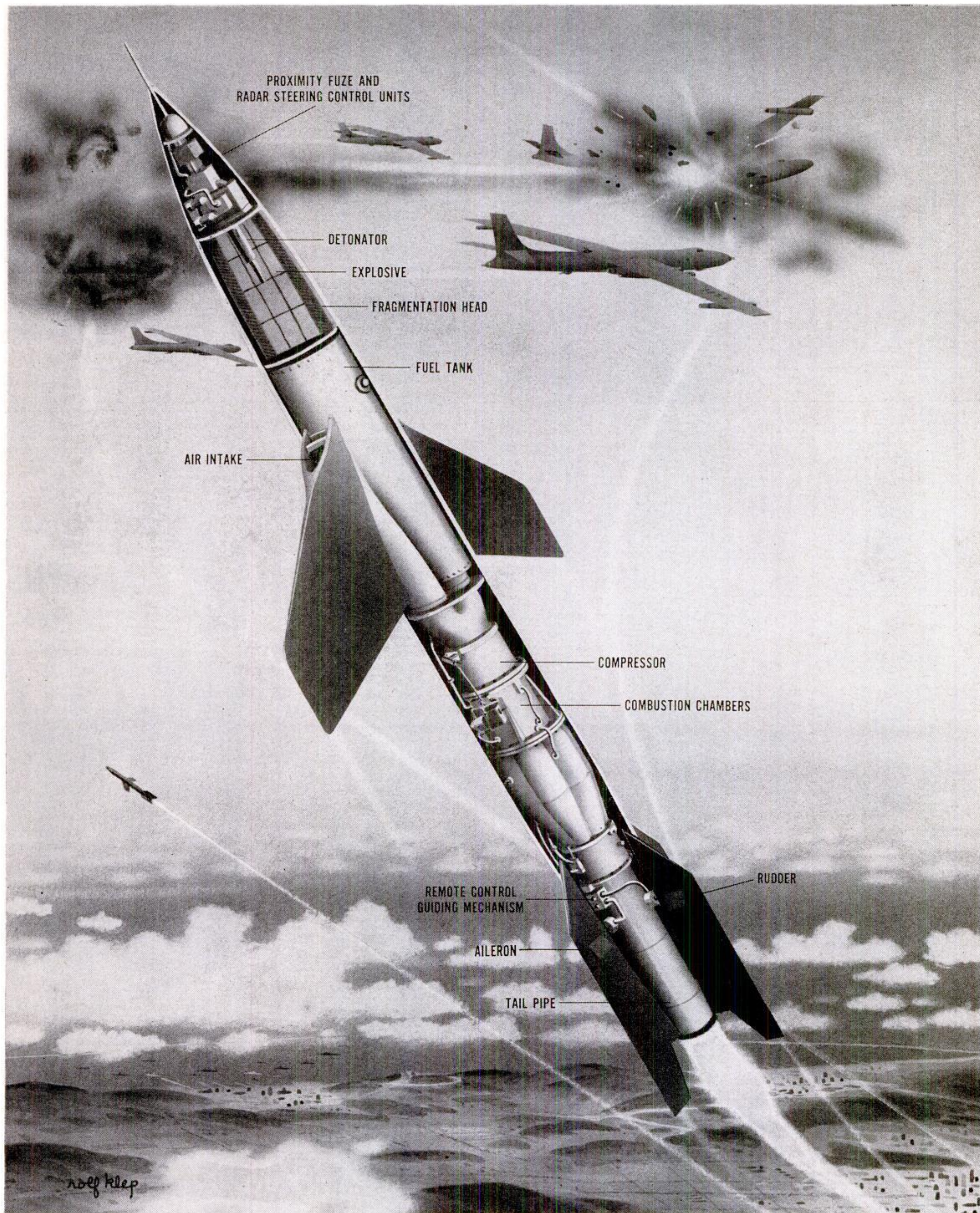
Way back in the early days of aircraft all controls were manual. But soon after large planes came into use there appeared also automatic devices for handling them, notably the automatic pilot. This takes over on a long flight, steers a straight course at constant elevation, allows for all the bumps and deviations, and gives the pilot relief. It is a complex but reliable device, having a gyroscope to give it a sense of direction and pneumatic and hydraulic gears for operating the controls accordingly. It evolved from the gyroscopic compass long used to steer ships at sea.

Now here were all the elements of one sort of guided missile—an aircraft with no crew, adapted to be preset and to fly to a designated target, carrying a load of explosive. It was simple to cause such a device to drop its bomb, or itself, after a flight of specified length. Here was also a true intercontinental guided missile, for airplanes that are not coming back can readily be given long range. All the elements were present for such a development long before the war opened.



ROCKETS AND JET ENGINES make fighters a terrible enemy for bombers. Fighters locate bombers coming in for attack by use of early-warning radar. With jet engines they can intercept even high-altitude bombers and shoot them down with rockets before they reach their target.

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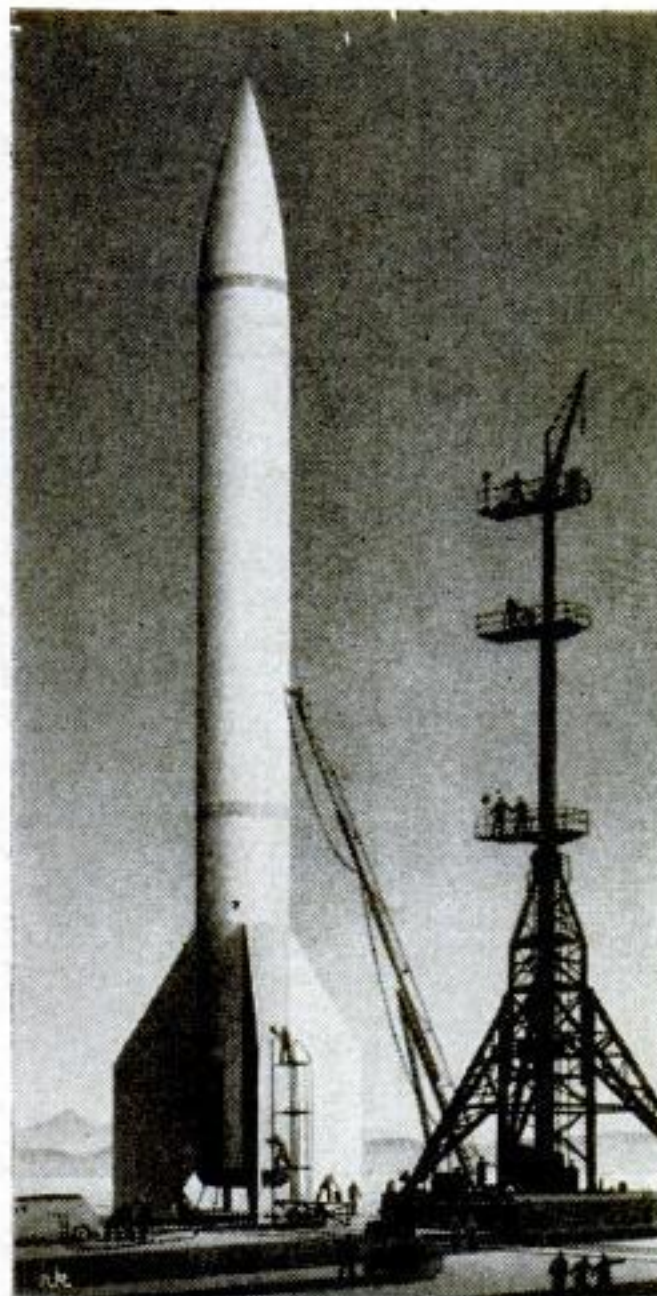
GUIDED MISSILES would become the mainstay of ground defense against massed bomber attacks in a future war. Guided by radar, their automatic steering devices (*cut-away above*) might send them in seemingly erratic courses when they pursued planes

employing evasive tactics, as shown in this drawing. Proximity fuzes would detonate the missiles' explosive charges close enough to their targets to destroy them. The driving mechanism of this kind of antibomber missile could be either a turbojet or a ram-jet.

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COLOSSAL ROCKET would be necessary for intercontinental warfare with guided missiles. It would be far too expensive and inaccurate anyhow.

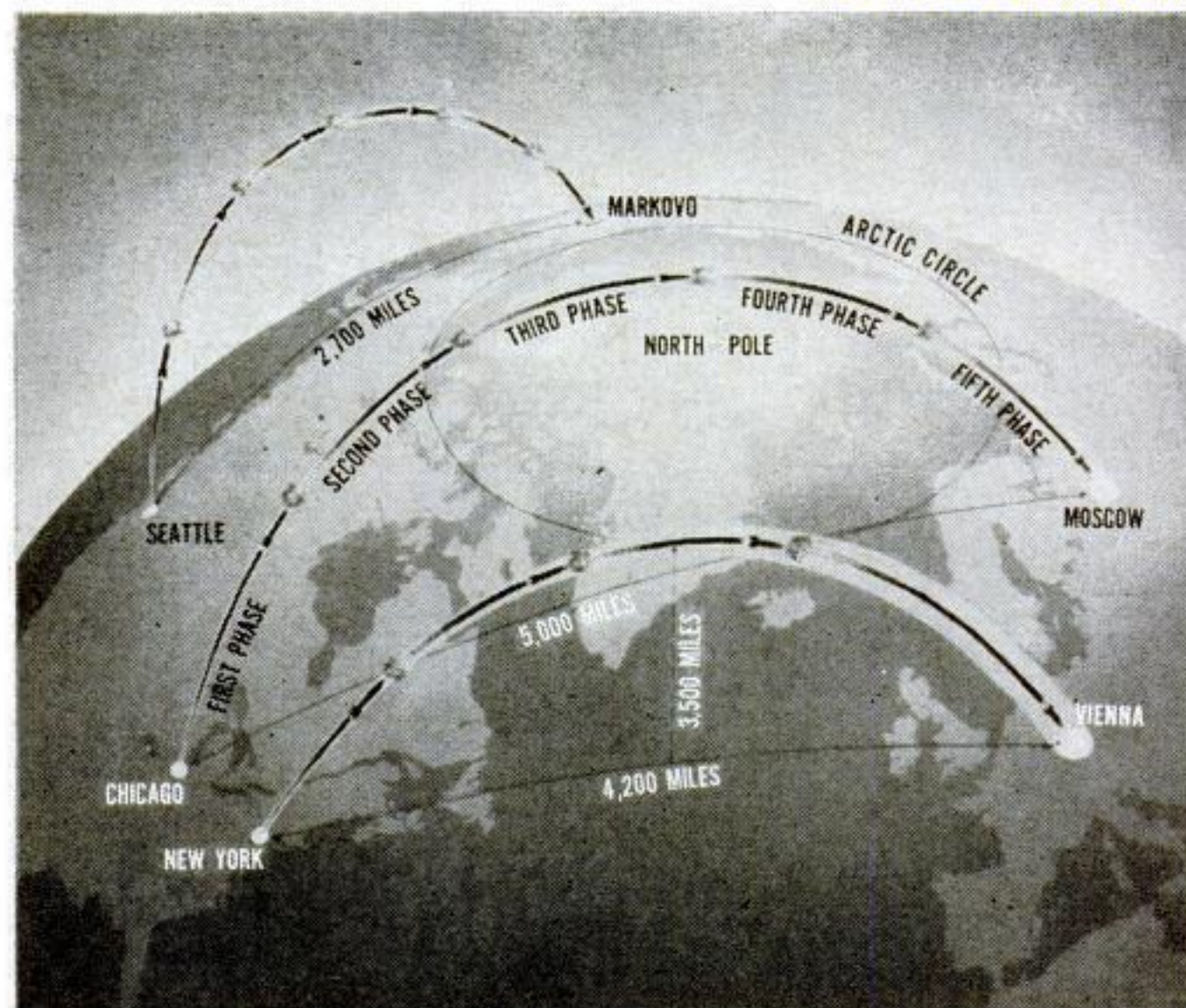
permitted to do so, they might well have stopped the invasion. The missiles carried about a thousand pounds of high explosive apiece. There was no guarantee that the warhead would not contain toxic materials instead. It was a real threat.

The German V-2, unlike the V-1, was a true rocket, not a pilotless aircraft. Its propulsive force was produced by a great blast of hot gases ejected to the rear. It flew in a great arc, 75 miles up into the stratosphere, and descended at 3,000 mph, well above the speed of sound, so that its arrival was not heralded, and one heard the roar of its passage through the atmosphere only after its ton of high explosive had detonated. It was a terror weapon.

It was a guided missile in a certain limited sense. All of its propulsion occurred in its first flight up through the atmosphere, and this was somewhat erratic, so that its flight was watched by radar during this first brief interval, and radio signals were transmitted to cut off its propulsion at the optimum instant. After that it flew in a free trajectory, and its precision was far from good.

The V-2 was nearly at the limit of effective range for a chemically propelled single-stage rocket. Its range can be substantially increased in three ways. First, its payload may be decreased until at

CONTINUED ON PAGE 127



MULTIPHASE ROCKET would begin flight tremendous in size (drawing at top of page). After first phase of its journey ends part of the rocket explodes, launching a smaller rocket for the next phase and so on to the end. The course of a multiphase rocket would be an extremely high trajectory. On a 2,000-mile flight it could be expected to come within 150 miles of the selected target at best.

What happened? Practically nothing, in any country during the peace.

One thing that was done as the war began was to build semi-conventional airplanes in this manner, usually with all the engines and gear, and at very considerable cost, to use as missiles. They never came into use. They were too costly.

The single thing that did come into use in this field is of more interest. That was the V-1, the buzz bomb that began in June, 1944, to harass London. This was just a self-controlled aircraft of the sort we have described. But it had been redesigned and shaken down for its intended purpose, and that specific purpose was to bomb London, 30 miles in diameter, from a range of about 200 miles. The Germans intended to launch these devices at the rate of about 3,000 per day, and to keep it up for weeks, against London and against the Channel ports, and they intended to do so before we could launch our invasion of the Continent. Had they been

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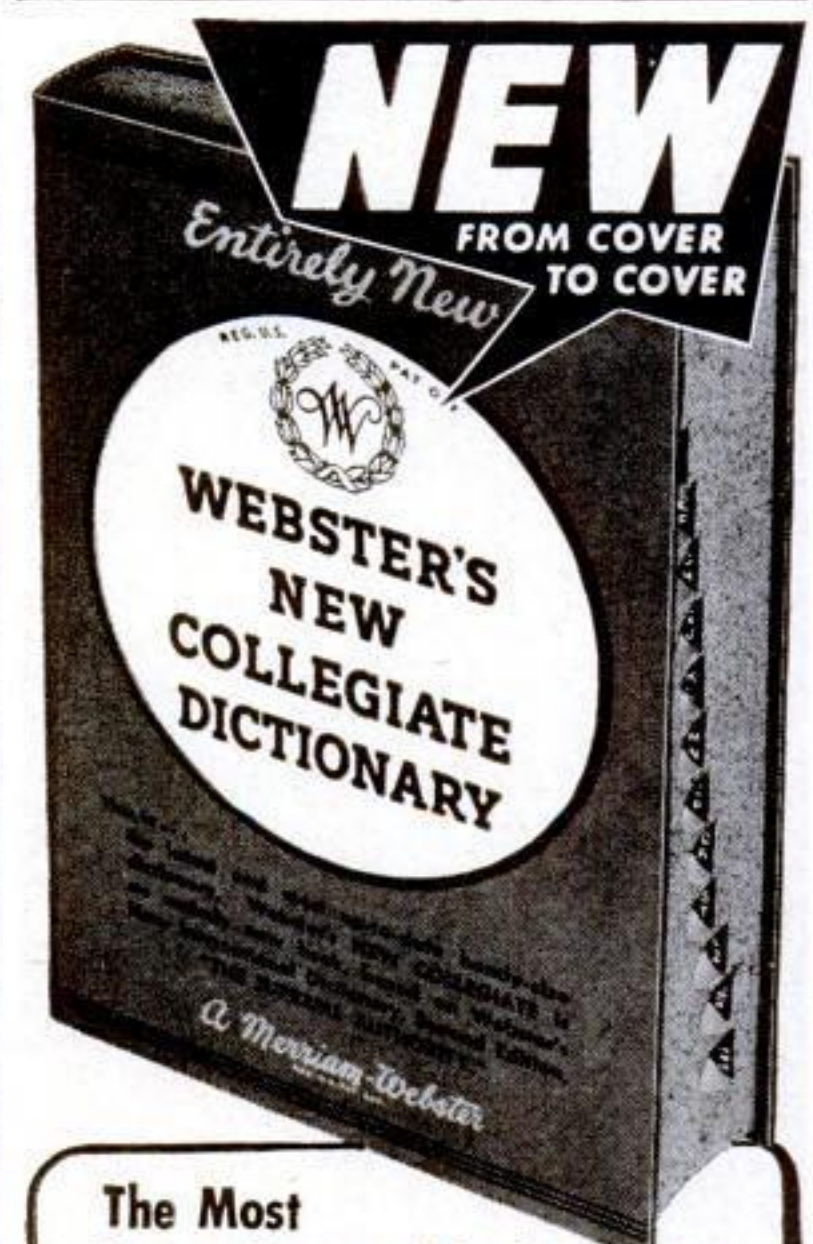
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Largest Selling Ale*



NYLON

gives you something extra

Take it easy, girls—with easy-living nylon! Look glamorous—feel feminine—be sweet as spring—in filmy, entrancing nylon blouses, negligees and lingerie. So packable—and no brow-creasing over washing and ironing. Nylon dries in a wink, needs little or no ironing, wears—in the bargain—like a loving mother's patience!

Take it easy, men—with easy-living nylon! Tell the lady of your home and heart to take a big cut in laundry hours. It's your new nylon socks, shorts 'n' tops, and sweaters, you see! Much less mending, too—nylon's mighty stubborn about wearing out!

Children should be seen more and more in nylon! Try nylon snowsuits, sweaters, slips, panties—never was a fiber so easy to wash, so work-saving, so wonderfully quick-drying.

Easy-living reasons why you want to go nylon: it's lightweight, strong, easy to wash, fast-drying, resists moths, perspiration, flame—and can be "heat set" to hold its shape, no sagging or stretching.

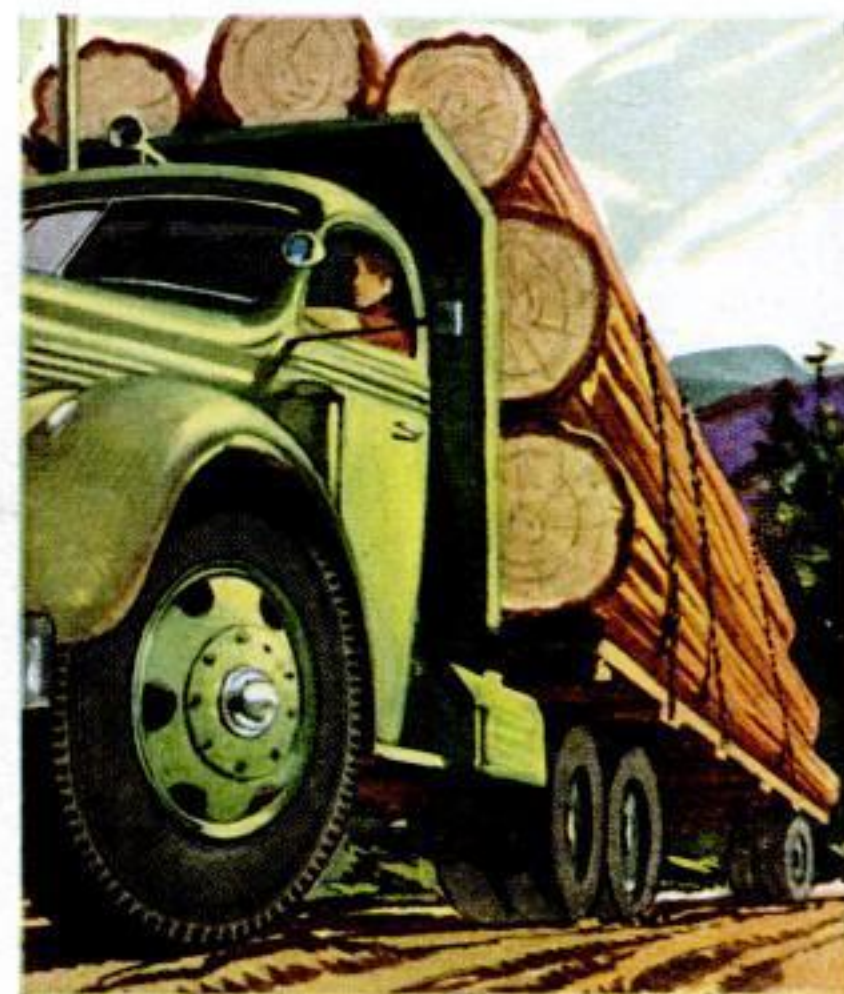
Sweater-wise? You can't do better than a warm-and-soft nylon sweater. Think of it—no stretching, no blocking, no shrinking or sagging worries! Just wash it out and wear it—again and again!



It's **luxury**, lady—and practical, too—when your blouse is nylon velvet! Something to cheer about: it resists crushing and matting, *will* wash, never looks tired, wears for many an evening!



Skip mending chores! More leisure time for Mother! Strong spun nylon socks go everywhere teens go—take just as long to wear out! And just a quick dip in the suds leaves them spandy-clean.



Truck tires are safer, stand up to mile after mile of punishing wear—when they're made with long-lasting nylon cord. Nylon simply does not give up under heat, impact, fatigue or abrasion.

WANT TO KNOW MORE?

Homemakers, thrifty shoppers, clubwomen, students, write today for free book, "Nylon Gives You Something Extra."

MANUFACTURERS: send for "Nylon Textile Fibers in Industry," Nylon Div., E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Del.

Du Pont makes only the nylon fibers, not the finished products shown here.



DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

VANNEVAR BUSH CONTINUED

400 miles or thereabouts it will carry no explosive whatever; second, its size and its cost may be increased to carry the present payload a greater distance, though range does not go up in direct ratio to size; third, it can be made into a multistage affair, with an enormous rocket giving birth, when it has done its work, to a smaller one that proceeds from there, and so on. If we are content to pay millions of dollars for a single shot at a distant target, it can be done in this way for any stated distance.

No escape from this dilemma is to be had in new chemical fuels. But I can immediately hear the answer that this situation is all changed now that we have atomic energy available. Perhaps the best reply to this comment is that it is admitted to be a close thing whether atomic energy can compete on a cost basis with chemical fuels for producing energy for commercial purposes under the relatively easy conditions on the ground, where weight and space are not limited, and it is not necessary to release all the available energy in a brief interval; and that a rocket can be made to fly far if one disregards costs. The missile that flew a thousand miles high above the earth might burn itself up like a meteor when it again hit the atmosphere on its descent, but it can be built.

But can such a missile be made to hit anything at the end of its flight? The V-2 could be made to hit with reasonable frequency within 15 miles of a point of aiming at a range of 200 miles. A similar missile flying 2,000 miles could be depended upon to hit within 150 miles of its target with reasonable frequency. This performance can certainly be improved upon. Conceivably, the missile could be given instruments of precision and could then operate automatically for navigation and guidance. Perhaps it could add sights and homing aids, as the aircraft might. It could then hit a target, perhaps within 10 miles, perhaps even within a mile or two if all went very well indeed.

The intercontinental atomic rocket

ITS cost would be astronomical. As a means of carrying high explosive, or any toxic substitute therefore, it is a fantastic proposal. If we employed it in quantity, we would be economically exhausted long before the enemy. But it will carry atomic bombs! Here, if at all, the intercontinental rocket might conceivably enter in time. But as long as atomic bombs are scarce, and highly expensive in terms of destruction accomplished per dollar disbursed, one does not trust them to a highly complex and possibly erratic carrier of inherently low precision.

For the near future, the really important and significant field of guided missiles lies in much shorter ranges, above those readily handled by guns, but not so large as to run up size and cost to prohibitive heights. In this range they have applications to extend the range of field artillery, but they have much more important applications to air warfare.

A number of new engines for propelling aircraft were developed during the war. The simplest by far was the ram-jet. It is simply an open tube. Its own motion produces sufficient compression at the front end to blast hot gas out the rear and keep it going. A fire in the middle of the tube to heat the gas is the essential mechanism. The ram-jet needs 3,000-mph speed to work well.

To drive a relatively short-range, very high-speed missile the ram-jet is almost ideal. It can be shot out of a gun or driven by rockets to reach the desired high speed at which the ram-jet works best, and thereafter it can travel at bullet speed or higher and keep going for ten or perhaps a hundred miles. Can it hit anything? Over short ranges it certainly can be aimed in the vicinity of the target, and from there it appears that reasonably complex homing devices might bring it to the point where its proximity fuze could detonate it with lethal effect to an aircraft. The device is in its infancy, and only time will tell what can be accomplished with it in a practical way. Its significance lies in the fact that it appears to be the great future enemy of the bomber.

Let us assume that devices of this sort can indeed attain a range of, say, 50 miles, and that with that range they can home with precision and a reasonable percentage of hits upon a bomber. Certainly the bomber cannot maneuver out of the way of a missile that comes in with the speed of a shell from a gun. Certainly it cannot survive the explosion of a hundred pounds or so of high explosive detonated in close proximity. Perhaps the bomber can jam the controls of the missile, if it knows the missile is coming and knows its combinations of frequency and the like, but the advantage here seems to lie with those on the ground, who can choose a variety of systems at will, so that if one is countered others are not.

The days of mass bombing may be approaching their end. If so, it is a good thing for the world.

CONTINUED ON NEXT PAGE

You've never tasted
Candy like this!



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No wonder "Turtles" are famous from coast
to coast. The creamiest of creamy caramel,
the richest of rich milk chocolate and
luscious pecan halves...there's no candy
quite like the one and only "Turtles."

Look for the candy counter that features "Turtles." ALWAYS A SIGN OF GOOD TASTE!



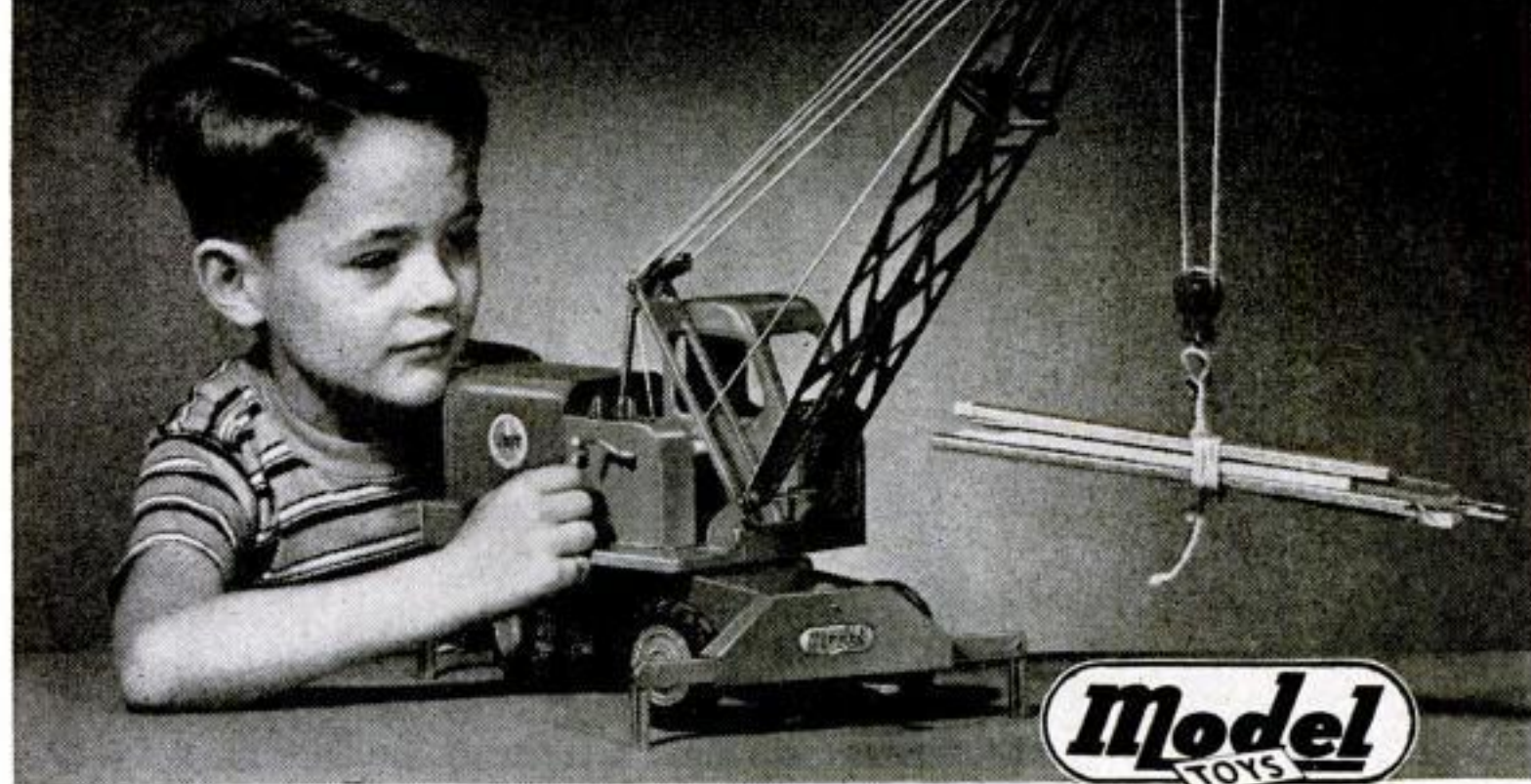
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THE CHARLES WM. DOEPKE MFG.CO., INC. • ROSSMOYNE, OHIO

THE ATOMIC BOMB IS NOT ABSOLUTE

WHAT will war be like if it comes again to the world in total form? We need to examine two situations: one that obtains now, when we have the only stock of atomic bombs, and the other that will be with us when others have stocks.

The atomic bomb is for the immediate future a very important but by no means an absolute weapon, that is, one so overpowering as to make all other methods of waging war obsolete. It will remain in that status as long as there are not great stocks of bombs in the hands of more than one power, and even if this should occur it may remain in that category unless there also then exist means for delivery of the bombs onto enemy targets with at least a moderate degree of assurance.

If all-out war came tomorrow, or in a few years, or at any time before our enemy had a considerable stock of atomic bombs, would it destroy civilization? It certainly would not. War would again be a brutal contest, evil and distressing; the damage would be large, and we should share in it, but we would by no means be knocked out, and we would win it. The whole world knows this. Unless we get soft, unless we are clumsy in meeting the tactics of cold war, we are not in immediate danger.

But what of the beginning of a war when we were not alert, when we were caught off guard, when we were wide open to another Pearl Harbor? We could not open a war in this manner, but our potential enemies could. A dictator, if his control were tight enough and his iron curtain utterly impenetrable, might stage a large surprise opening when he decided to go to war.

He would send his submarine fleets to sea and place them on strategic trade routes, and this preparation would give him a heavy advantage in the undersea warfare to follow. He would mobilize in secret and set his armies in motion so that they would assault strong points before these could be fully manned, and would smash ahead by reason of their momentum. If he had atomic bombs, he would direct them at key cities.

The old scarehead story that atomic bombs could be moved in suitcases may be dismissed. One does not lug atomic bombs about in that fashion. The idea of bringing in the pieces and assembling them in some innocent-looking warehouse or consulate is probably also far-fetched. It could be done, of course, even though a great deal of skill in assembly is called for. But one bomb thus planted would hardly be an effective opening blow in a war; and the simultaneous smuggling in of a number would involve great risk of detection. Moreover, these things are expensive, as we have discovered in this country, and they would not be risked in many readily recognizable pieces if there were other and surer ways of delivering the finished article.

Merchant ships with atomic bombs

THERE is another method that could be a decided peril. This is to carry atomic bombs in innocent-looking merchant craft that can be moored near cities, to be blown up bodily when the time for surprise attack comes, with the crews presumably scuttling off just before if their home government is benevolent enough, and trusting enough, to give them warning. More flexible, and hence more to be feared, is the scheme of planting the bombs on the bottom of harbors, or in canals, through trapdoors in the holds of merchant ships, to be detonated later by time fuze, or even by radio signal. Presumably, bombs thus placed near various cities would be detonated all at once, as the opening shot in a total war. There is no trick method of determining from a distance—or close at hand, for that matter—whether a ship carries such a deadly load. The atomic bomb does not advertise its presence in the unmistakable manner of highly radio-active materials. The damage to a city could be very large if such an infernal machine went off in its harbor, not so large perhaps as some of the accounts would indicate offhand, for there are limiting factors, but large enough. We have the experience of Bikini to guide us here; the wall of radioactive mist that spread from the underwater test was a very terrible thing.

If we assume, as I think we may, that the world is not now likely to be thrown into open war by accident as it used to be, and that open war will come only if our potential enemy feels it is inevitable and will hence launch it at the most favorable moment for himself,



Won't tear hair



or scratch scalps



or lose teeth easily



or curl up & collapse

when they're

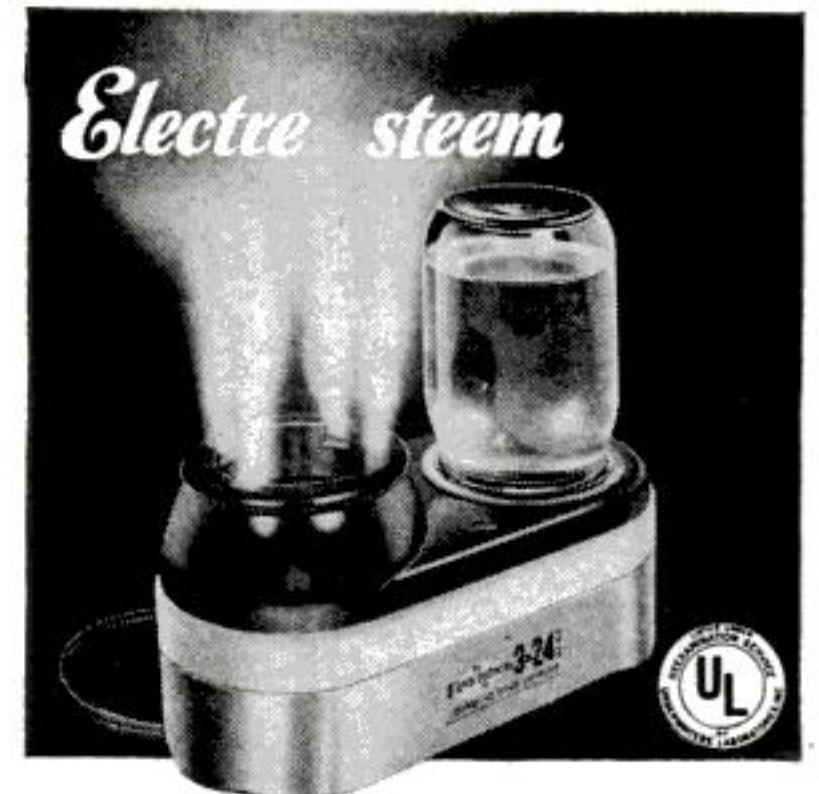
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Sold everywhere

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Vaporizer

. . . that doubles as a
ROOM HUMIDIFIER

Split-second steam action gives almost instant relief from misery of nose and chest colds.

Absolutely safe! Remote water reservoir can't become boiling hot. Automatically shuts off when water evaporates. Detachable Vapo-cup for vaporizing medicaments.

*Furnished with 1-pint jar for 3-hour vaporization. For 24 hours use 1-gal. Mason-type jar; for 12 hours use 2-qt. Mason-type jar. Operates on AC. At better druggists . . . ONLY **\$5.95**

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10¢
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41% of all HAND LOTION

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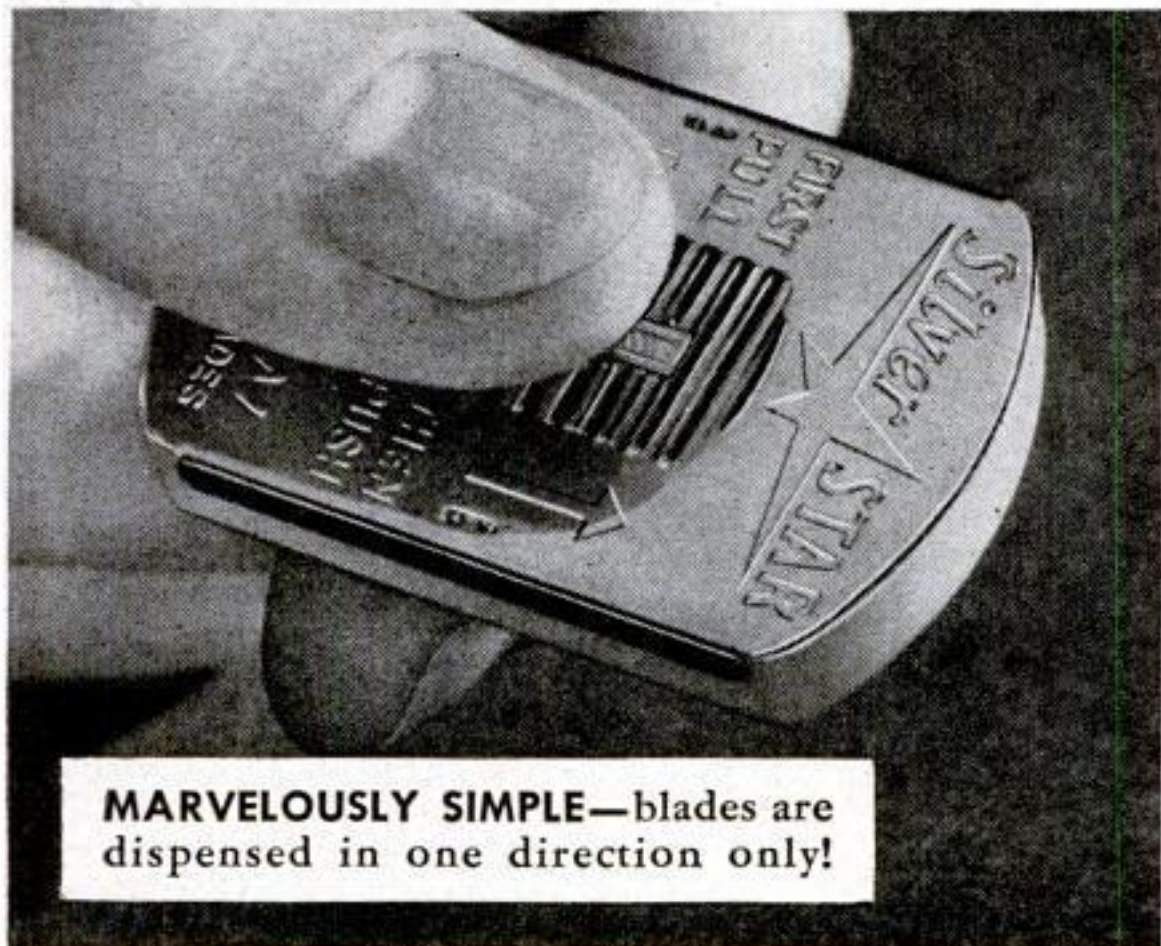
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T-N-T
POPCORN
9 quarts from 1 can

America's Flavourite Candy
chicken bones
FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

CONTINUED ON PAGE 130

LOOK! THE RAZOR BLADE YOUR FACE CAN'T FEEL... *Now in Fool-Proof Mechanical Dispenser!*



MARVELOUSLY SIMPLE—blades are dispensed in one direction only!



A FLICK OF THE THUMB—and out pops one fresh, unwrapped perfect blade.



10 FOR 49c IN WHIZ-PAK DISPENSER

"WHISKERS JUST SEEMED TO VANISH ...I couldn't feel a thing!"



"Shaving was a problem for me. But the Duridium Silver Star solved it. My whiskers just seemed to vanish, couldn't feel a thing. And the Whiz-Pak changes blades in a jiffy!"

WALLIS RIGBY,
Noted War Plane Designer

"Had to look twice to make sure I'd shaved!"

"It didn't seem possible to shave without feeling the blade's edge. But it happened when I changed to the Silver Star. I had to look twice to make sure I'd shaved. And with the new Whiz-Pak I never cut my fingers changing blades!"

H. GEORGE PETRIE, Prominent
New Orleans Chemical Executive



Wet thumb doesn't push the blade! No clogging! No jamming! Whiz-Pak feeds one perfect blade at a time...the duridium Silver Star blade, that men are switching to from coast to coast! Millions agree Silver Star gives cleaner shaves with no feeling of the blade's edge!

"I had to feel my face to know I shaved!"

"With absolutely no feeling of the wonderfully keen Silver Star edge, it just didn't seem possible that the blade was taking my whiskers off. I had to feel my face to know I shaved! The Whiz-Pak dispenser is tops, too!"

JOHN HUGHES, Noted Sportsman



"LIKE A 'PHANTOM BLADE' ...you can't feel it shave!"

"The new Silver Star Duridium blade is like a 'Phantom Blade'. It does a real shipshape job of taking off stiff whiskers, yet you can't feel it shave. And Whiz-Pak is the handiest dispenser ever!"

CAPTAIN ARTHUR W. PIERCE,
Moore-McCormack Lines



"Thought I'd forgotten to put in a blade!"

"The Silver Star removed my beard so easily and gently, I thought I'd forgotten to put in a blade! Silver Star and Whiz-Pak make a convenient combination!"

GENE CAVALLERO, Genial Host
"Colony Restaurant," N. Y. C.



"You hear it, you see it, but you don't feel it!"

"The new Silver Star is most amazing! You see the whiskers come off—but you feel no shaving sensation. And I'm sure all men will go for the new Whiz-Pak!"

ROCKWELL GARDINER, Connecticut
Antique Collector and Dealer

Silver STAR

MADE BY DURIDIUM PROCESS

The Razor Blade your face can't feel



5 FOR 25c

AN A.S.R. PRECISION PRODUCT • AMERICAN SAFETY RAZOR CORP., BROOKLYN 1, N.Y.



After Six
BY RUDOFKER

AMERICA'S FIRST NAME IN FORMAL WEAR

Enjoy gala social occasions to the fullest, unhampered by corset-like stiffness and burdensome weight. You'll marvel at the roominess and light weight of AFTER SIX full dress and tux—smarter, more practical, and designed for informal comfort.

WRITE FOR FREE DRESS CHART
AND NAME OF NEAREST DEALER

S. RUDOFKER'S SONS, INC.
PHILADELPHIA 3, PENNA.

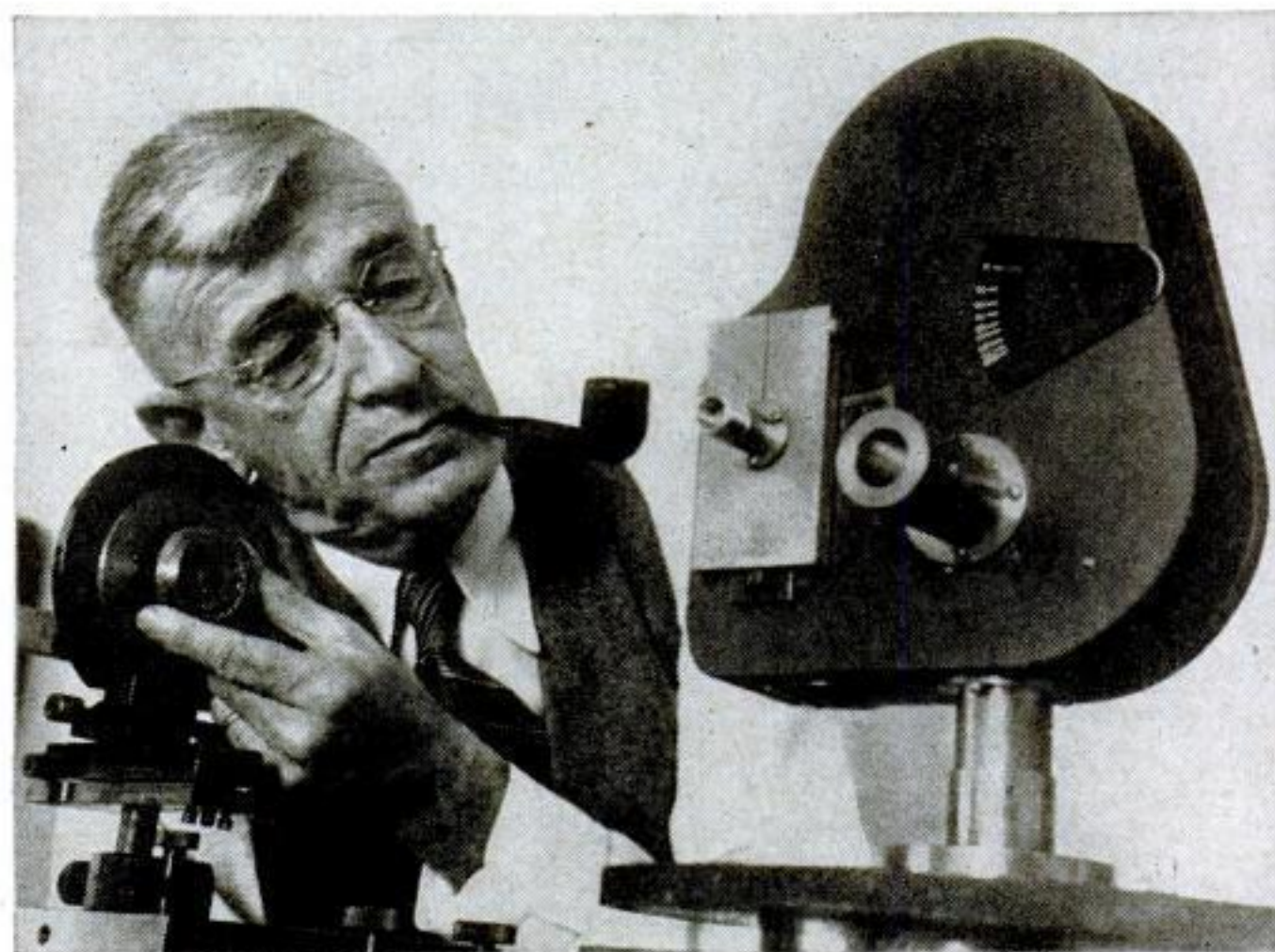
VANNEVAR BUSH CONTINUED

then the attack will come when he feels that his inherent strength plus the surprise factor is sufficiently great to overcome us, and if he feels that time thereafter will be moving against him. We can decrease the value of surprise by staying alert, to an extent, even in peacetime. We cannot reduce the surprise factor to zero, but we can cut it heavily.

The principal element of our preparation for possible surprise attack is an intelligence system of high effectiveness, capable of warning us clearly if an attack is being prepared. No iron curtain is utterly impenetrable. The operations necessary to set in motion a major surprise attack are ponderous and far-reaching. Dictatorship and oppression produce individuals who dare to flee and then dare to talk. There is no reason why we should not know, reasonably well, what is afoot; and if we do, much of the value of surprise is lost. That we can find out things is proved by the President's recent announcement of an atomic explosion. Since the war a Central Intelligence Agency has been created, but it has been under the command of military men whose careers have lain elsewhere, it creaks at the joints, and it is not yet sufficient for its tough task. Scientific intelligence is not conducted well by Mata Hari methods or through agents who know no science, and there is just as much danger of placing scientific intelligence in the hands of those who do not understand as there is in placing any other part of science in the same tender care. We need a modern intelligence agency in every sense of the word, using modern methods as they were partially developed during the last war, not a musical-comedy affair or a stodgy refuge, not even the half-successful affair we now have, but an organization qualified to meet our needs in this kind of world. It can cut down the threat of surprise attack. It does not cost much; by all means let us have it. We ought to know how to build it, after the experience of the last war, for we did not do badly at all on intelligence work then, after we got our hand in and learned how to do it. But the really able men who functioned then have largely scattered into civilian life, the type of ability needed is rare, and the work is not attractive. The task can be done, by an individual of great mental and organizational capacity, having ample authority and the full backing of the President of the United States. As we value our peace of mind we had better be about it.

What will be the nature of future total war if it comes again to the world? It would be highly technical, and it would be fast and furious. It would leave the world shaken and broken. It would cost millions of lives and exhaust the accumulation of treasure of many years. It would not destroy civilization, any more than the last two wars have destroyed civilization, but it would assuredly set it back.

It need not come if we fully maintain our strength. It need not come if we realistically enough and with enough determination resolve that it shall not. It need not come if we really learn to make our democracy work. It need not come at all, for if the strength of free peoples prevents it for a generation, that same strength can then produce a new sort of world in which great wars will no longer occur. For this consummation we face a task that will test us as we have never been tested before, that will test whether we really mean it when we say that we believe in human dignity and human freedom, whether we can really submerge selfishness and petty motive, and bring our enormous latent power to bear, to make our way of life function with true effectiveness for the good of all.



IN HIS PERSONAL LABORATORY in the cellar of the Carnegie Institution Dr. Bush works with instruments he designed himself for optical studies.

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Guaranteed by
Good Housekeeping
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FLEX-O-LATORS, INC.
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ALL-OCCASION ACCESSORY



bracelets, earrings and necklaces of assorted sizes with sweaters and slacks. Mrs. Swope's given name, Margaret, comes from the Greek word which means pearl.



FOR SCHOOL and dates teen-agers buy 25¢ dime store ropes, which make up bulk of U.S. sales. In some areas, knotted rope means a girl is going steady.



TANGLED CHOKER also by Fath (Marvella, \$25) has an intricate knot.



CHANDELIER earrings (Coro, \$15) are new version of popular pendants.

CONTINUED ON NEXT PAGE

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VAT 69
One of Scotland's Great
Gifts to the World!

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SCOTCH WHISKY DISTILLERS
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LIQUEUR BLENDED SCOTCH WHISKY
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BLENDED & BOTTLED BY
Sanderson & Son, Ltd. LEITH, SCOTLAND
PARK & TILFORD IMPORT CORP., NEW YORK, N.Y.
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World
Famous
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"Quality
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PARK & TILFORD IMPORT CORP., NEW YORK • BLENDED SCOTCH WHISKY • 86.8 PROOF

THE FAMILY'S NEW KITCHEN PET



Mom says, "The fun of using it never wears off."

Pop is the town's favorite host.



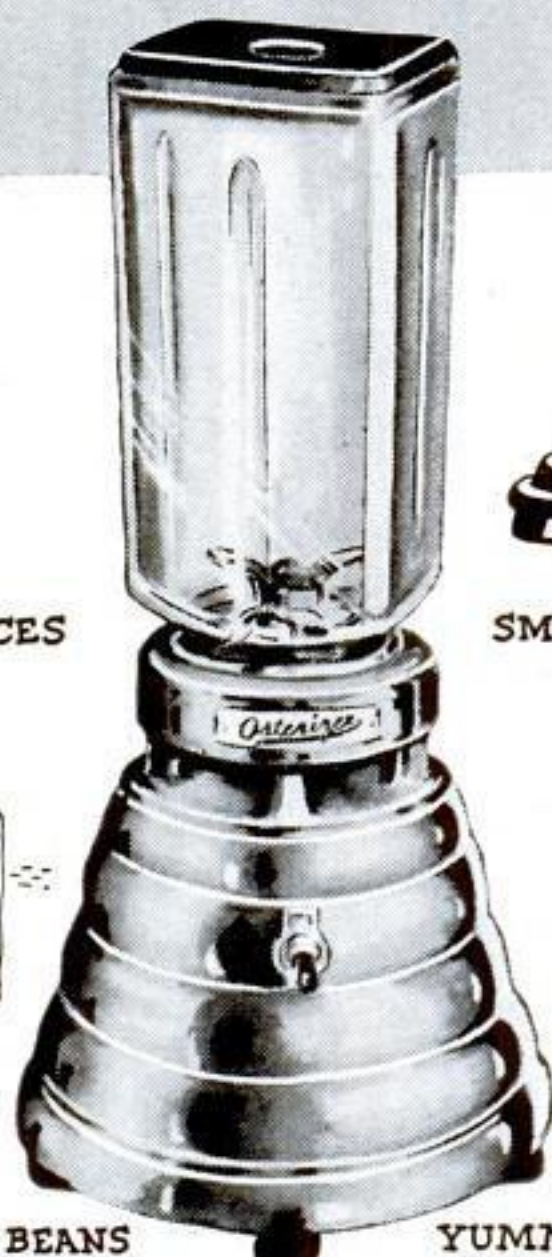
And with the kids, it really rates.

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The amazingly versatile electric appliance that...

BLENDS	LIQUEFIES	PUREES	SHREDS
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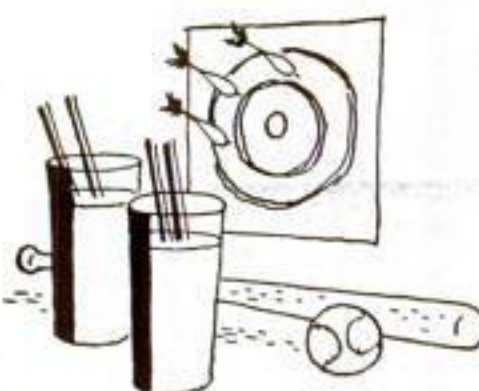
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YUMMY "SHAKES" FOR THE KIDS

Only Osterizer has the easy-to-remove, quick-to-clean glass container that opens at both ends.



You'll find many everyday uses for the Osterizer—new main dishes, tempting side dishes, delicious spreads from leftovers, marvelous soups, salads, and scores of blended fresh fruit and vegetable drinks.

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new, low cost
PORTABLE
ELECTRIC MIXER

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only \$14.95

Does Every Food Mixing Job
mixes • mashes • creams
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Powerful, 2-beater, big-mixer performance. Lightweight, small—keep in cutlery drawer or on handy wall bracket.

MAKES HAIR DRYING
QUICK AND EASY

Airjet \$14.95

Oster's handsome jet-design electric dryer blows hot or cold air. Hold in hand or stand on table.

massage! feel better!
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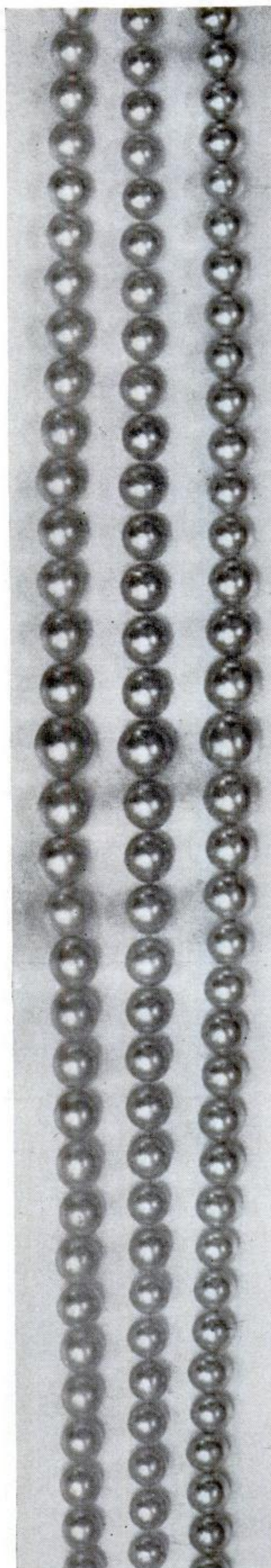
Finest massage instrument—relaxes nerves, tones muscles, stimulates circulation.



Ask for Oster appliances at your favorite appliance, hardware, or department store—highest quality always.
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PEARLS CONTINUED

WHICH IS WHICH?



BATH in natural element is said to restore "life" to pearls; actually it only cleans them.

PEARL FACT AND FABLE

The pearl, symbol of purity, has had other historical significance. In Cleopatra's time powdered pearls were highly regarded as aphrodisiacs. Medieval doctors prescribed pearl powder for impotence and epilepsy, and it was believed pearls worn by unfaithful wives changed color.

The first artificial pearls were made in 1680 by a French fisherman and rosary-maker when he discovered his beads acquired a pearly film when he handled them after a fishing trip. From this chance observation grew the whole artificial-pearl business of coating glass beads with a solution of fish silver. Cultured pearls did not come in until much later. Crude attempts had been made in China for 600 years to grow pearls in living mussels by placing bits of mud in them, but cultivation was not commonly successful until perfected in 20th Century Japan by Baron Mikimoto. His cultured-oyster pearls were so good that they wrecked the real-pearl market in 1926.

Pearls are formed by nacre, or the protective secretion of an oyster irritated by the presence of a foreign body in its shell. The difference between a real and a cultured pearl lies primarily in the size of the foreign object in the center and the number and thinness of the layers of nacre surrounding it, which give the pearl its luster and translucence. A real pearl has thousands of such layers, a cultured pearl relatively few, depending on the length of time it is left in the oyster. Fine cultured pearls grow for at least three years, can be distinguished from real ones only by lab tests.

ALMOST IDENTICAL pearl necklaces are (left to right) cultured (Del-tah, \$500), real oriental (Cartier, \$191,000) and artificial (La Tausca, \$5.00).



Sure Harbor

Have you been drifting from brand to brand? Then why not set your course for SURE Harbor... to the always-perfect quality of 7 Crown... Seagram's finest American whiskey?

Say Seagram's and be Sure

SEAGRAM'S 7 CROWN. Blended Whiskey. 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS. SEAGRAM-DISTILLERS CORPORATION, CHRYSLER BUILDING, NEW YORK

Please ~~all~~ of your family ~~all~~ of the time with this

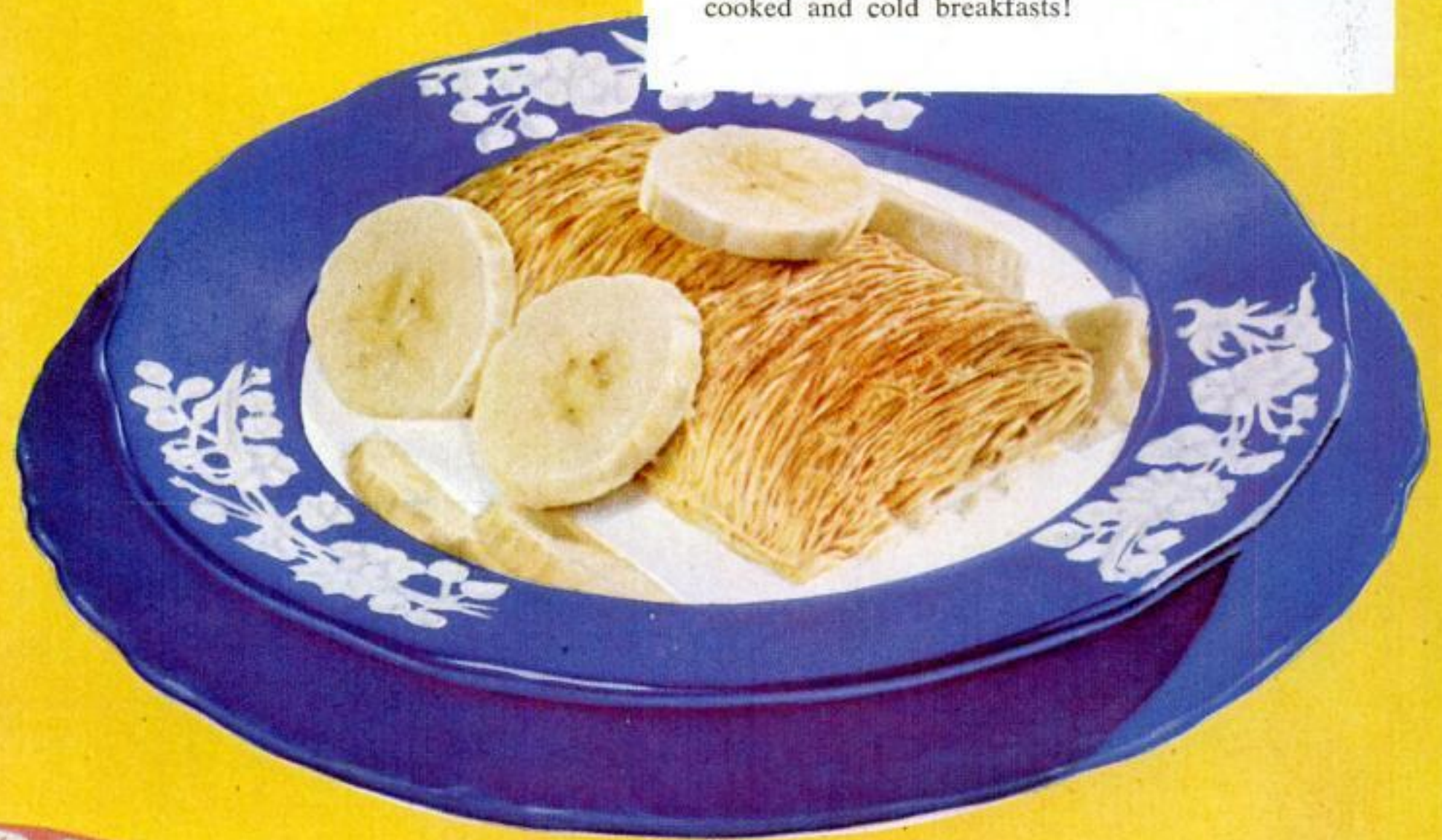
BIG 2ⁱⁿ1 BREAKFAST BUY!



1.
so enticing **COLD!**

1 NABISCO SHREDDED WHEAT biscuit
Bananas Sugar Milk

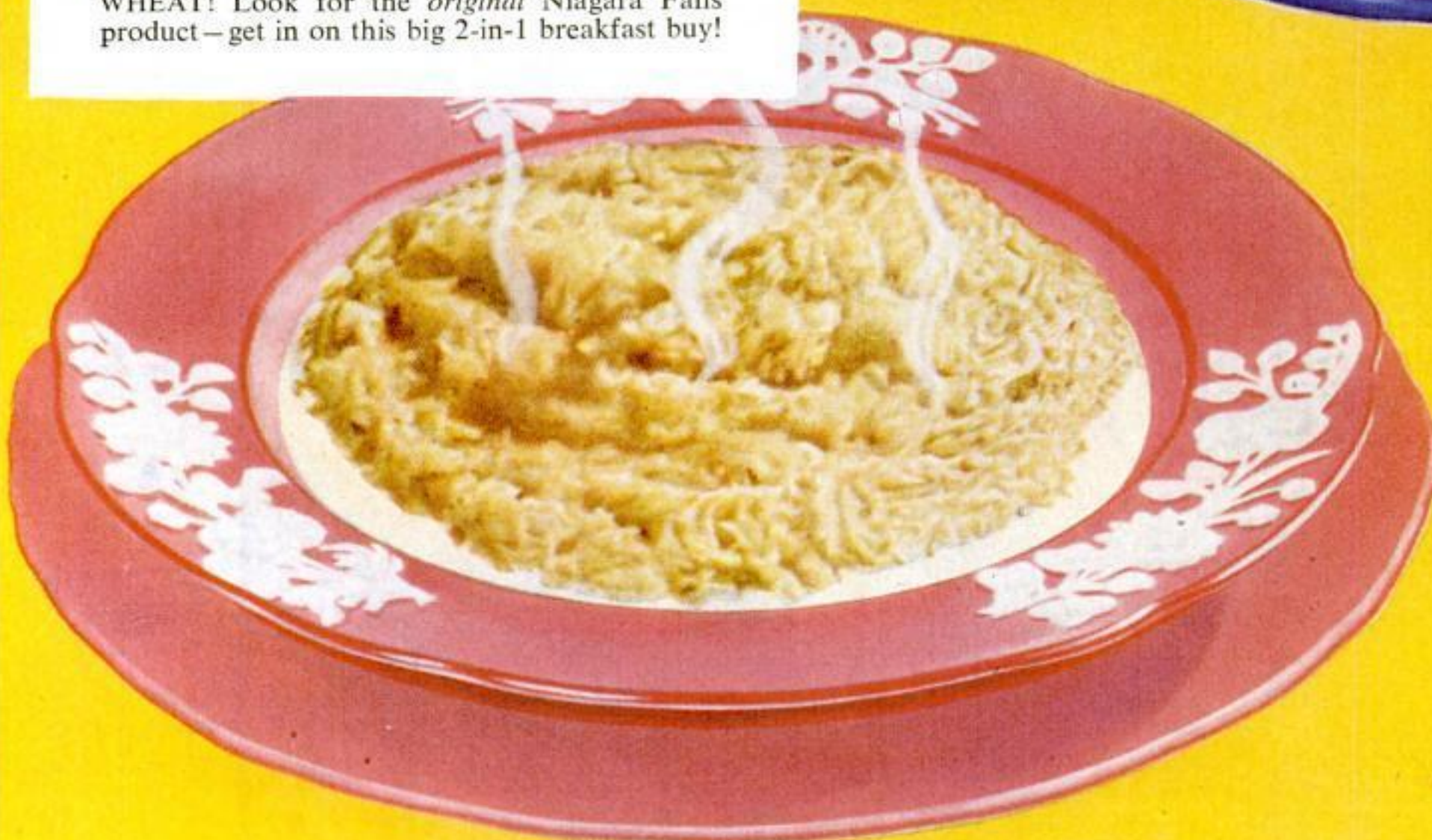
Happy, healthful eating for one and all! Toasty biscuits of *all* wheat—yes, and the nutrition of whole wheat—including bran and wheat germ! Nothing added to change its rich, wholesome flavor...*natural* golden goodness. Get this *one* favorite cereal—that has pleased generations of sturdy Americans—and *please* the fans of *both* cooked and cold breakfasts!



2.
so inviting **COOKED!**

2 NABISCO SHREDDED WHEAT biscuits
1 cup water ¼ tsp. salt

Oh, what a beautiful breakfast on chilly mornings! Hearty, wheaty *hot* cereal—made in a mere minute! Add salt to boiling water, coarsely crumble in 2 NABISCO SHREDDED WHEAT biscuits. Cook 1 minute—stirring constantly. Then—help yourself to a bowlful of *health-building*, grand-tasting NABISCO SHREDDED WHEAT! Look for the *original* Niagara Falls product—get in on this big 2-in-1 breakfast buy!



*the healthful, economical
whole wheat cereal you can serve
BOTH WAYS!*

NABISCO[®] SHREDDED WHEAT

BAKED BY
NATIONAL
BISCUIT
COMPANY



EXAMINING CAMERA, nuns peer into view finder. They are studying to be teachers in parochial schools.

NUNS AT PLAY

Camera records their carefree, graceful moments of relaxation

For years Musya Sheeler, wife of famed Artist Charles Sheeler, has wanted to take camera portraits of the clear, untroubled faces of nuns against the contrasting black and white of their habits. But when, recently, Mrs. Sheeler finally got the opportunity to study some nuns in a Tarrytown, N.Y. convent, she found that there was a great deal more material for the camera than their faces. Watching them in the relaxed atmosphere of the convent, Mrs. Sheeler was fascinated by their grace as they leaped into the air under a basketball net or experimented with interpretive dancing or whirled on a school merry-go-round. While the nuns played, almost unmindful of their visitor, Mrs. Sheeler was able to get these charming camera studies that have a surprising blend of dignity and informality.



DANCING, the nuns balance gracefully in a duet, their robes swinging. Their shoes were removed for picture.



UNDER THE BASKET, a nun leaps into the air while another waits for the inevitable rebound. For basket-

ball, they remove their loose outer sleeves and pile them neatly on the ground, replace them when game is over.



Helen: Your dinner last night was wonderful!

Jane: Thanks, dear. It was certainly simple -- just fish and ...

Helen: Wine! That Sauterne you served was perfect!

Jane: California Sauterne, Helen. It does wonders for fish!

Helen: I'd like to try it tomorrow night. But -- is it expensive?

Jane: That's the best part. The wines of California cost so little we can afford to serve them often!

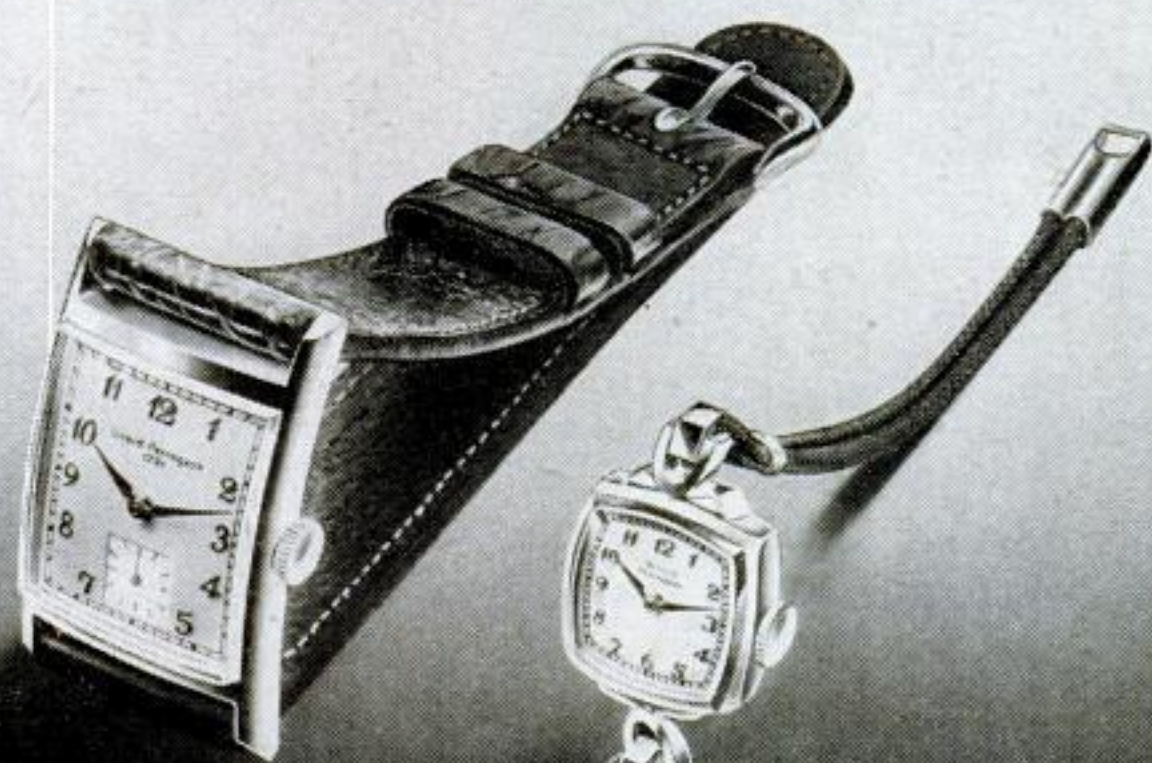
Wine Advisory Board,
717 Market St., San Francisco 3, California



WHIRLING ON THE MERRY-GO-ROUND, nuns set their white veils whipping and black robes flying. Merry-go-round, basketball court, swings

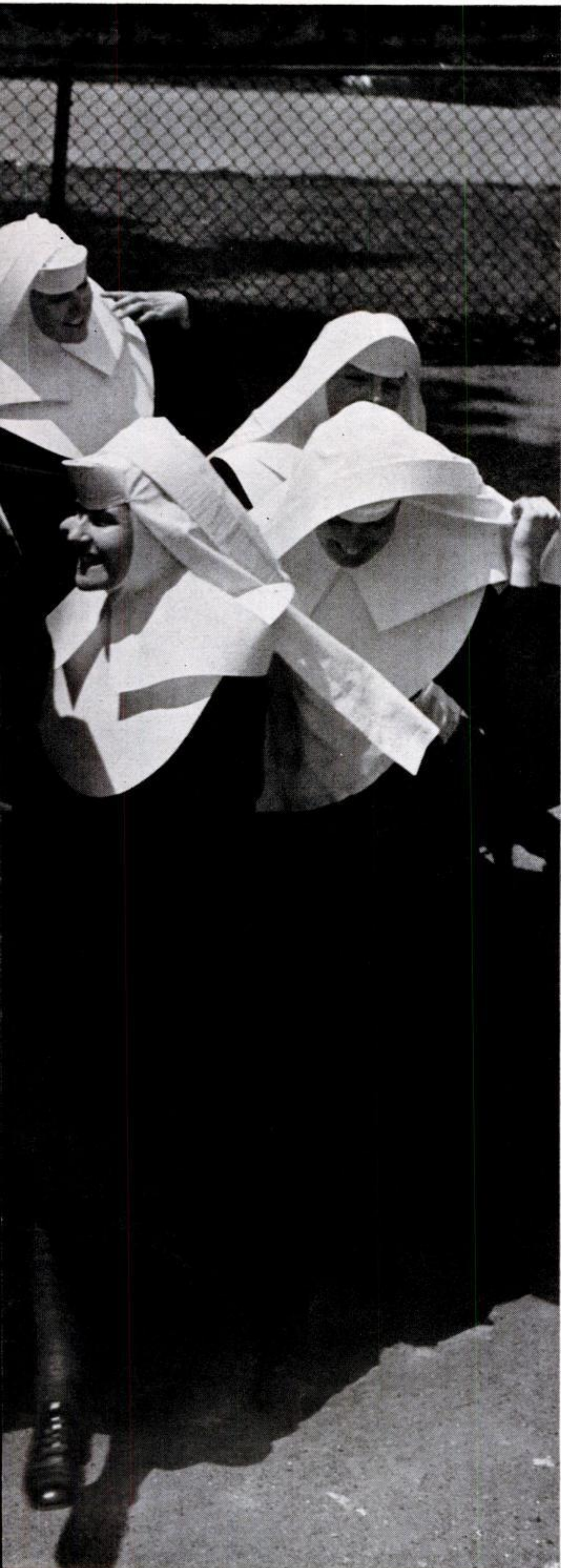
A gift
in
Time

... is not only practical, but really *luxurious* if it is a Girard-Perregaux watch! For these unerringly accurate, exquisitely beautiful watches are completely dependable ... recording time faithfully every second of the day! Such reliability, of course, is not developed overnight. Girard-Perregaux watches have a tradition of enduring precision ... have been admired by collectors and experts for 158 years! So give a Girard-Perregaux watch—you'll find it priced well within your means!



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and other playground equipment are for schoolchildren the nuns teach. During school time, when the children are present, the nuns are much more dignified.

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Hot Heat in 90 Seconds Plus Safe Conditioned Air



South Wind "Fresh-Aire"



**Its Amazing
New "Weather-Wand" Controls
let you choose your own weather!**

Only South Wind's new "Fresh-Aire" Car Heating System lets you select the exact temperature you prefer, with "Weather-Wand" controls attached right on your instrument panel. With a flick of your finger you can instantly regulate the flow of heat and fresh air through your car! No other car heating

system offers such complete comfort control *plus* hot heat in 90 seconds flat! This completely new South Wind "Fresh-Aire" system can be easily installed on both new and older model cars. Your nearest South Wind dealer is listed in the classified phone book.

For your present car or your new car

Model 909-B **Only \$49⁹⁵** Plus installation. Defroster extra.



"Fresh-Aire" circulates safe, fresh air throughout your car! No more hot blasts or frigid zones. Minimizes window fogging, too. And the "Fresh-Aire" Defroster gives ample heat for immediate de-icing. You enjoy clear vision and living room comfort always.



Keeps you warm as toast, even on the shortest trips! No wait for engine warm-up, or danger from fumes, because "Fresh-Aire" operates independently of engine heat. Burns gasoline in a "Safety-Sealed" chamber. And cannot suck in exhaust from congested traffic at stop lights!



"Standard" South Wind 90 Second Car Heater. America's top car heater value! Used by 3 million motorists. Gives hot heat from a cold start in 90 seconds flat. Quickly installed on practically any car. Defroster optional. See your South Wind Dealer!

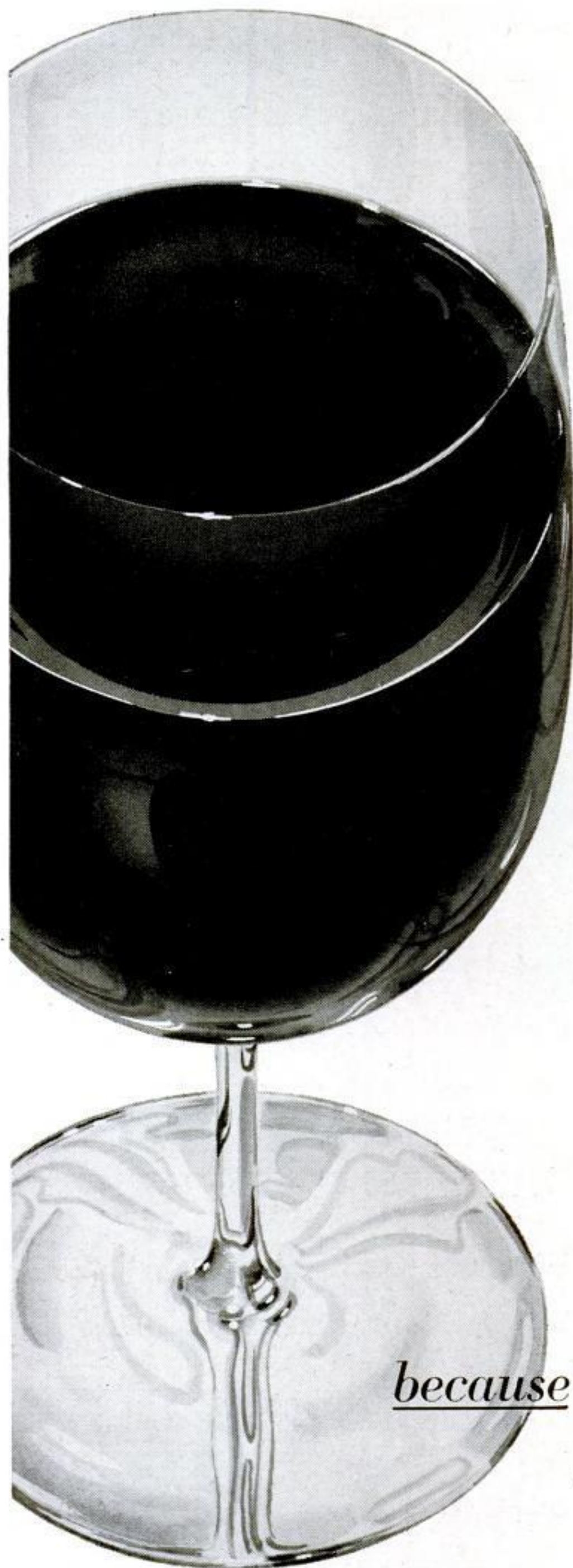
Model 781-B, **Only \$29⁹⁵** Plus installation

South Wind CAR HEATERS

Another Product of Stewart-Warner Corporation,
Chicago, Illinois

Safety has won for South Wind Heaters the prized Underwriters' Laboratories Seal

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*because the world's greatest reserve of fine wine
is aging in Roma Cellars...
and from this treasure
only the best is ever labeled Roma*

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AMERICA'S LARGEST SELLING WINE

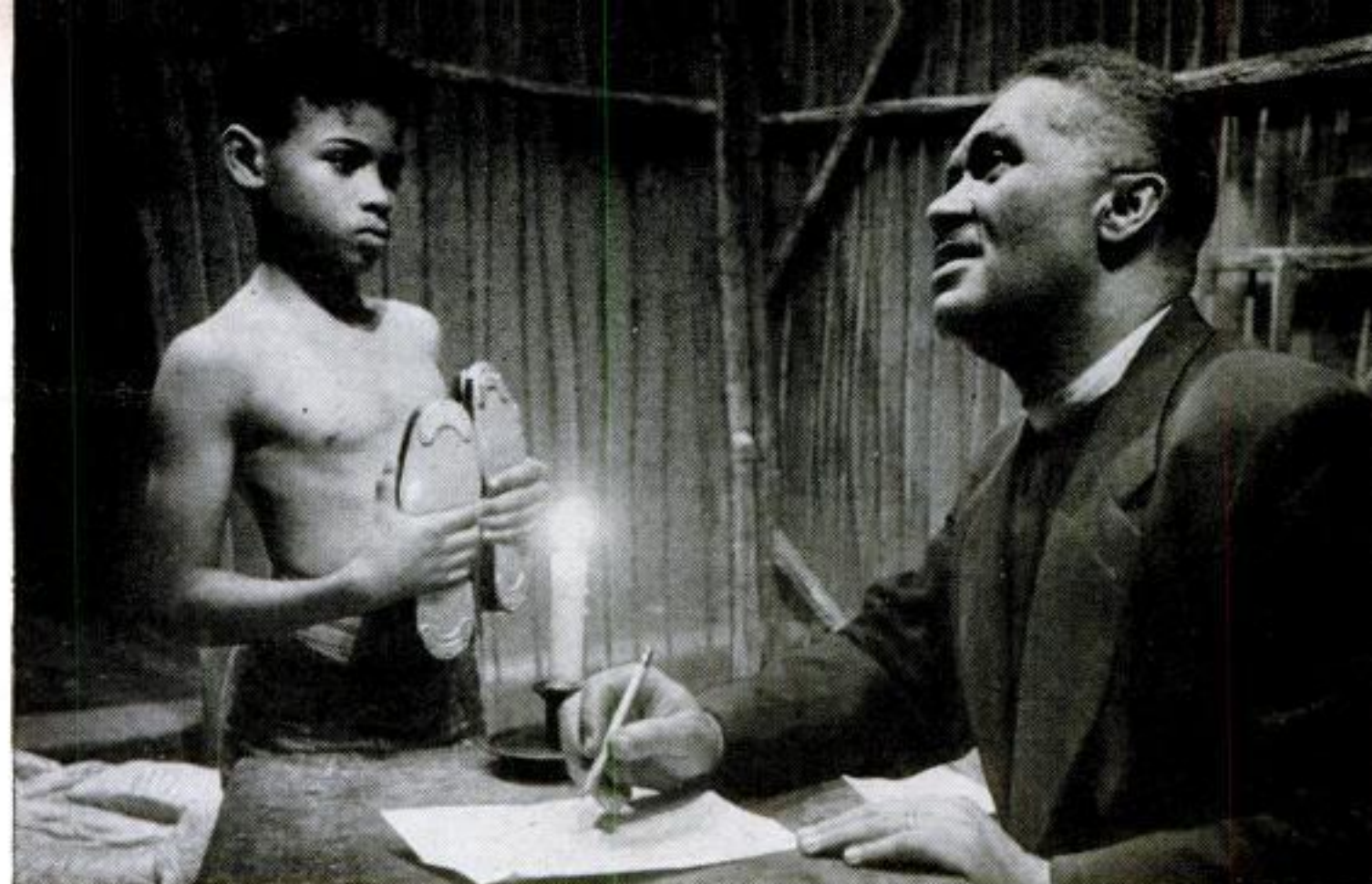
©1949 Roma Wine Co., Fresno, Calif.



THEATER

"LOST IN THE STARS"

Broadway season's first real hit is a musical play based on the fine novel, "Cry, the Beloved Country"



TODD DUNCAN AND 10-YEAR-OLD HERBERT COLEMAN ARE HIT ACTORS OF SHOW



THE SIMPLE PASTORAL BEAUTY OF SOUTH AFRICA IS CONVEYED BY THIS PARADE OF NATIVES NEAR THE HUMBLE HOME OF THE PLAY'S HERO, STEPHEN KUMALO

No matter how many pretty good shows have already opened, Broadway's season never really gets rolling until, soon or late, the first big hit comes along. Last week Broadway finally had a winner in *Lost in the Stars*, a musical play adapted from Alan Paton's fine novel, *Cry, the Beloved Country*. Paton's story, which deals with Negro problems in South Africa, was written with the same passionate concern for oppressed people as *Uncle Tom's Cabin* and is almost as well suited to the stage. As a novel it became a U.S. best-seller in 1948, has been translated into 12 languages and has outsold every book

in South Africa with the exception of the Bible. As a theater piece it ought to enjoy the same worldwide success.

The adapters of the play, Maxwell Anderson and Composer Kurt Weill, call their work a "musical tragedy." It starts slowly and deliberately to tell Paton's story about Stephen Kumalo, the humble Negro preacher who leaves his flock in the hills of Ixopo to look for his son Absalom in the great city of Johannesburg. Absalom has fallen in with bad company and in a moment of panic shoots a white man who has always befriended Negroes. Out of

this tragedy Stephen loses both his son and his faith in God. But at the end, in a moving scene, he recaptures his faith and finds a friend in the father of the man his son had killed.

As a background to this drama, Weill's music sometimes skids close to banality. But it is beautifully sung by a mixed white and Negro cast, especially by Todd Duncan as Stephen Kumalo, and a 10-year-old named Herbert Coleman does a bouncing show stopper song called *Big Mole*. *Lost in the Stars* is a credit to its creators because they have retained the spirit of a powerful and reverent book.



"You can't scare me. Besides — all my cash is in American Express Travelers Cheques!"

Turning the tables on even the smartest crook is easy when you carry American Express Travelers Cheques. Until *you* sign them, no one else can spend them. So if they are lost or stolen, you get a quick refund. And you can spend them anywhere because *these* Travelers Cheques are the most widely known and accepted in all the world.

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CONVENIENT AS CASH—100% SAFE!

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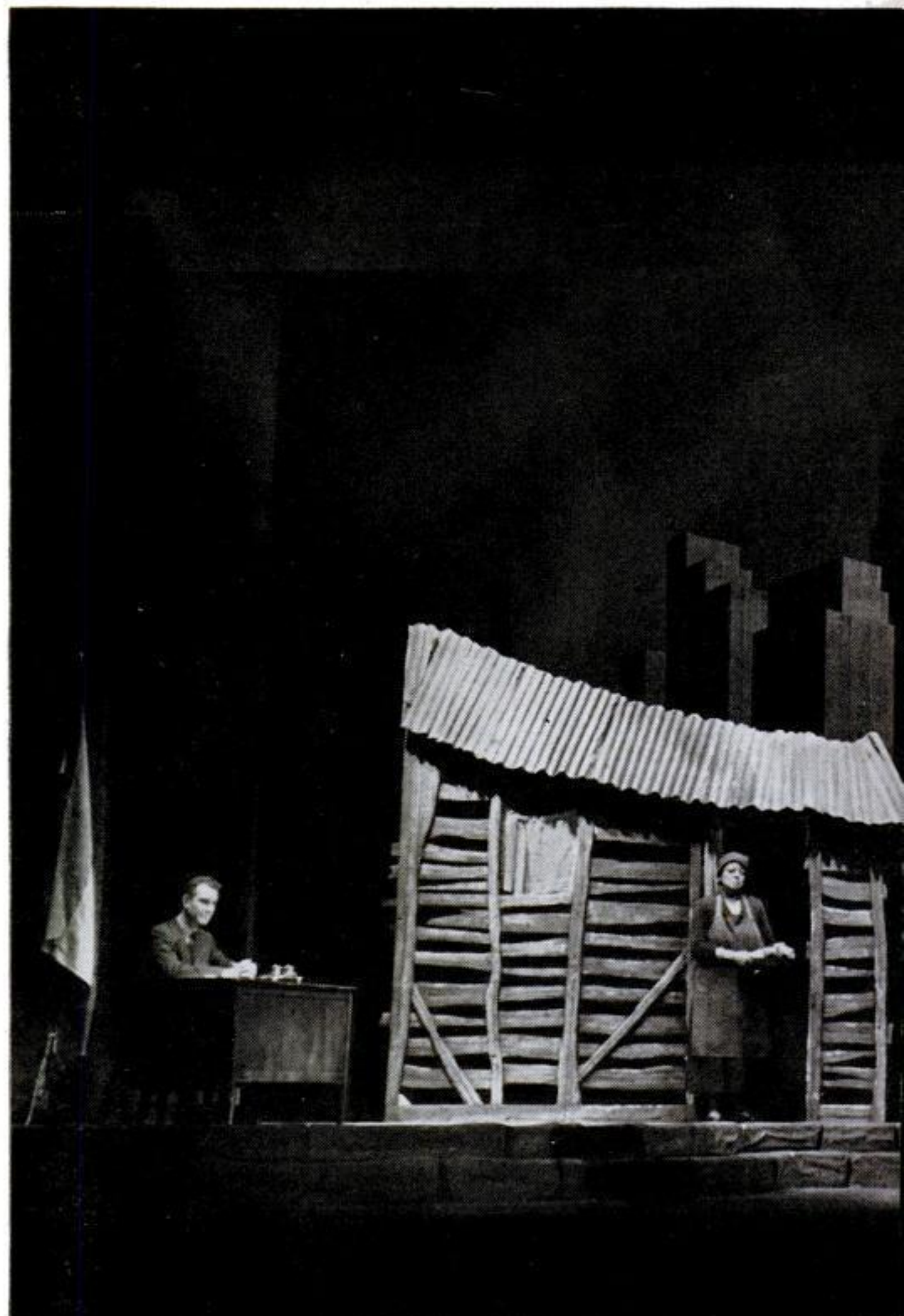


Skiers and skaters in glorious Sun Valley started this smart style. Eagleknit interprets it for your little daughter. Cap . . . with mittens to match. Ask your dealer to show you many other popular Eagleknits. Write for style folder. Eagle Knitting Mills, Inc., Milwaukee 4, Wisc.

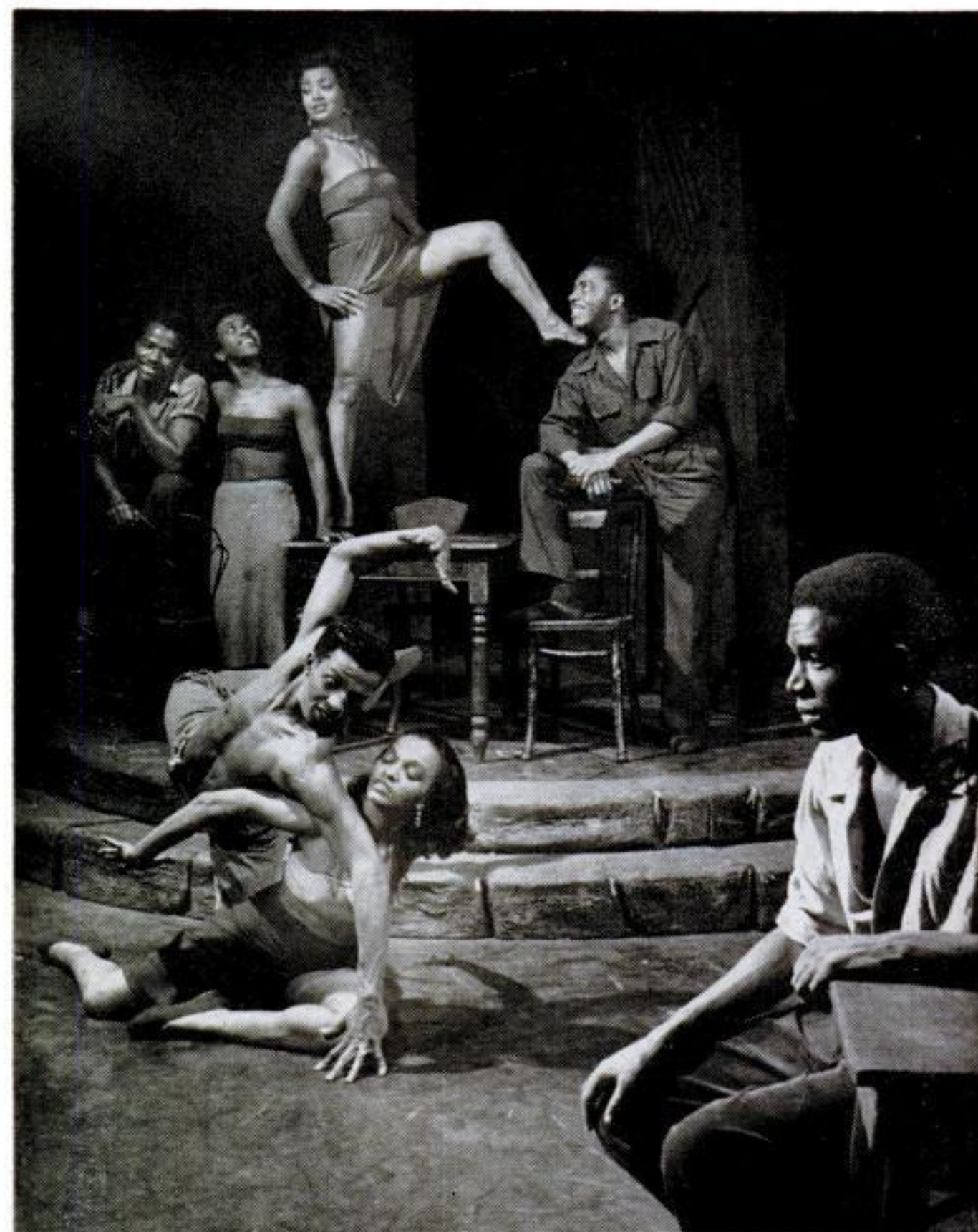
EAGLEKNIT

STYLES FOR ALL AGES

"Lost in the Stars" CONTINUED



FOOTSORE AND HEARTSICK, REVEREND KUMALO (CENTER) TRUDGES FROM



IN A JOHANNESBURG DIVE the lost Absalom (Julian Mayfield, right) dreams of finding a fortune in the gold fields so he can marry his sweetheart. Lacking money to reach the fields, he agrees to help commit a petty theft.



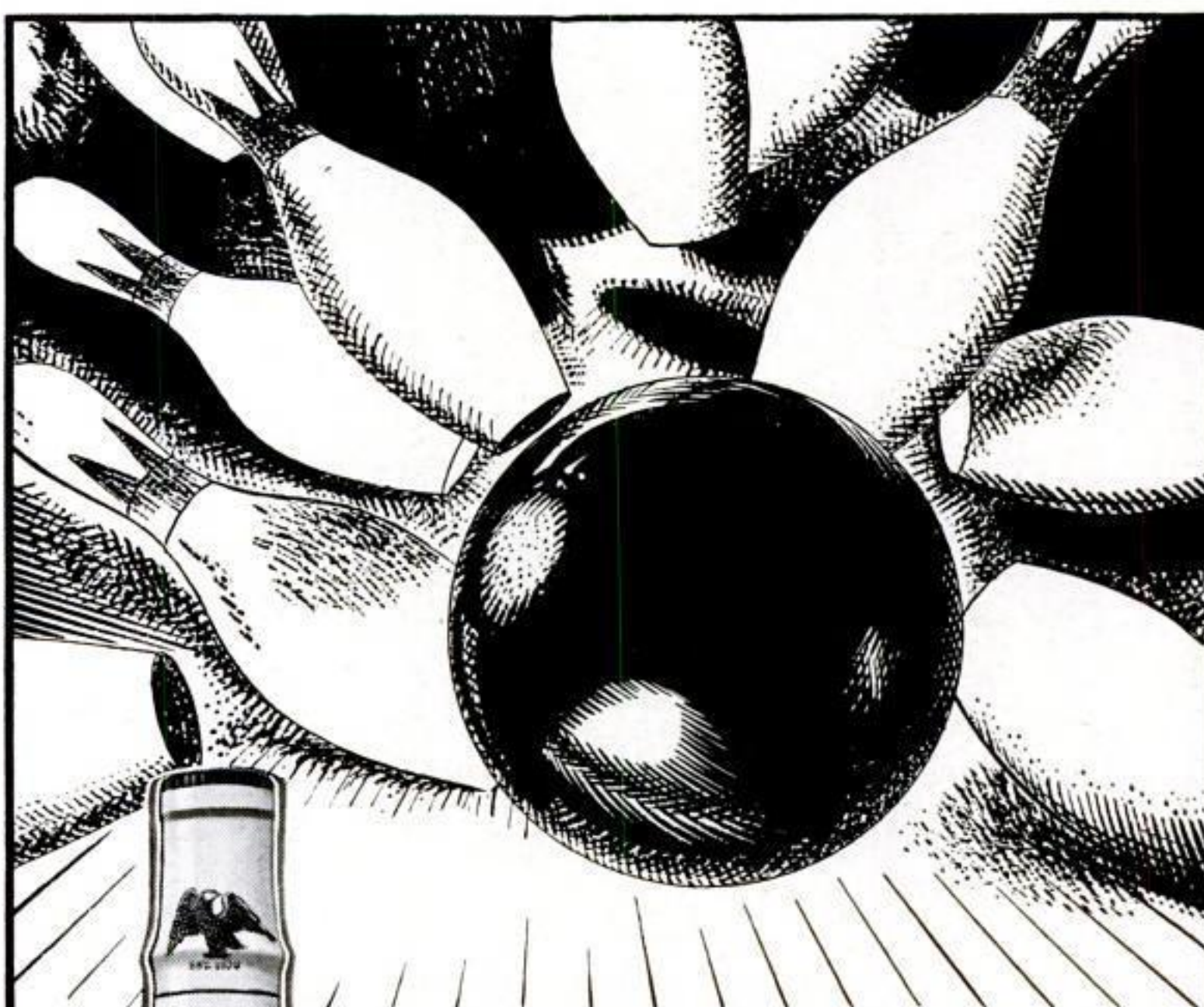
PLACE TO PLACE IN JOHANNESBURG SEEKING HIS LOST SON ABSALOM



THE MURDER is committed by Absalom (right) when, with two cronies, he tries to steal money from a white man. They knock down a servant (on floor) but are surprised by the master. Frightened, Absalom loses his head and fires.

CONTINUED ON NEXT PAGE

3 STRIKES TO THE GOOD!



CHOOSE THE ONE BLENDED
WHISKEY THAT GIVES YOU ALL 3



Every drop

90 PROOF

rich, robust, delicious!



CHOICE QUALITY

* 35% Straight Whiskies
65% Grain Neutral Spirits



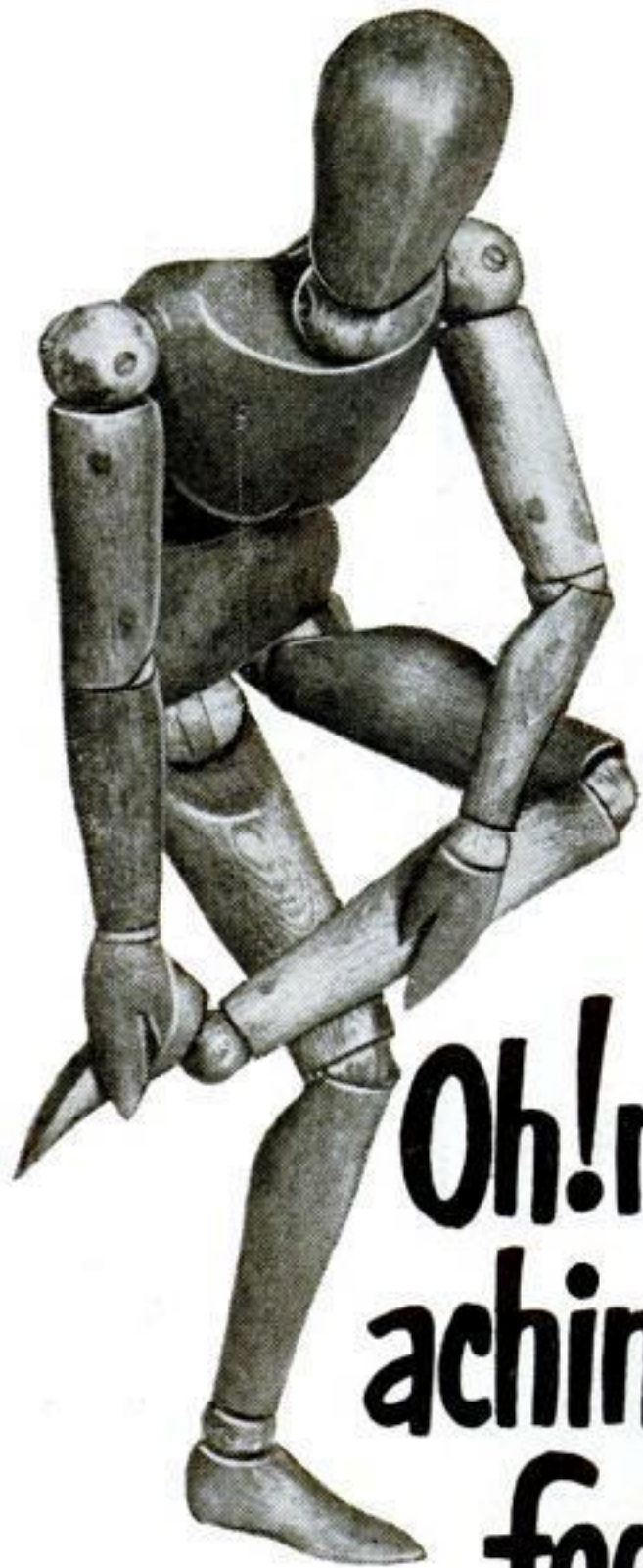
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America's Greatest
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Oh! my
aching
feet!

and
for that stiff,
tired
arm, hip
and leg



Absorbine Jr.

• That's right, clock it! Next time your tired, aching foot muscles shout with pain... look at your watch!

Then rub those burning, miserable feet with cooling, invigorating Absorbine Jr. and feel how the pain fairly *floats* away. When you look at the clock again, chances are you'll be delightfully *surprised* how quickly that Absorbine Jr. rub has brought those weary feet refreshing *relief*!

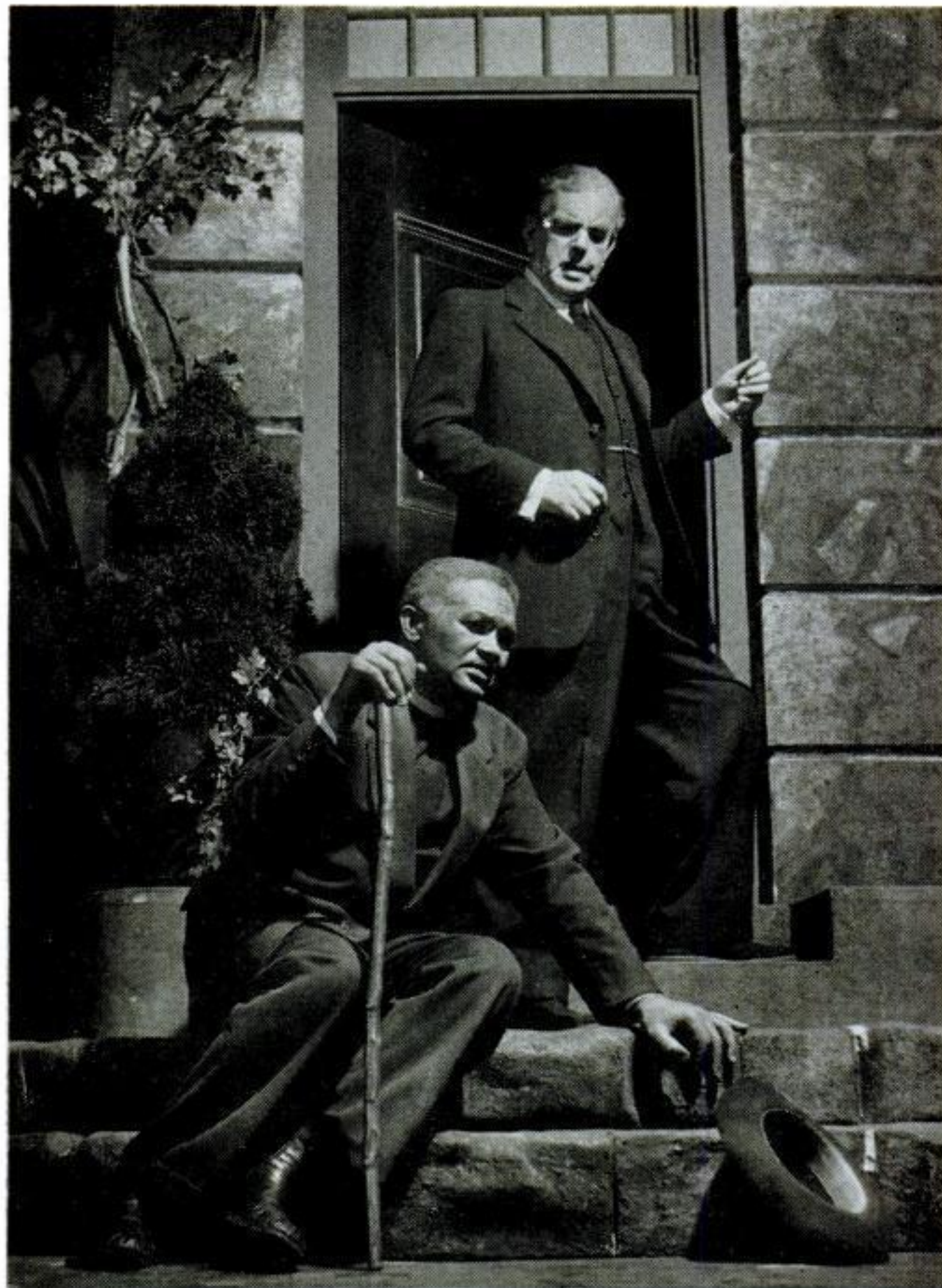
That's because Absorbine Jr. has two beneficial actions.

First, it cools and soothes those sore places on application.

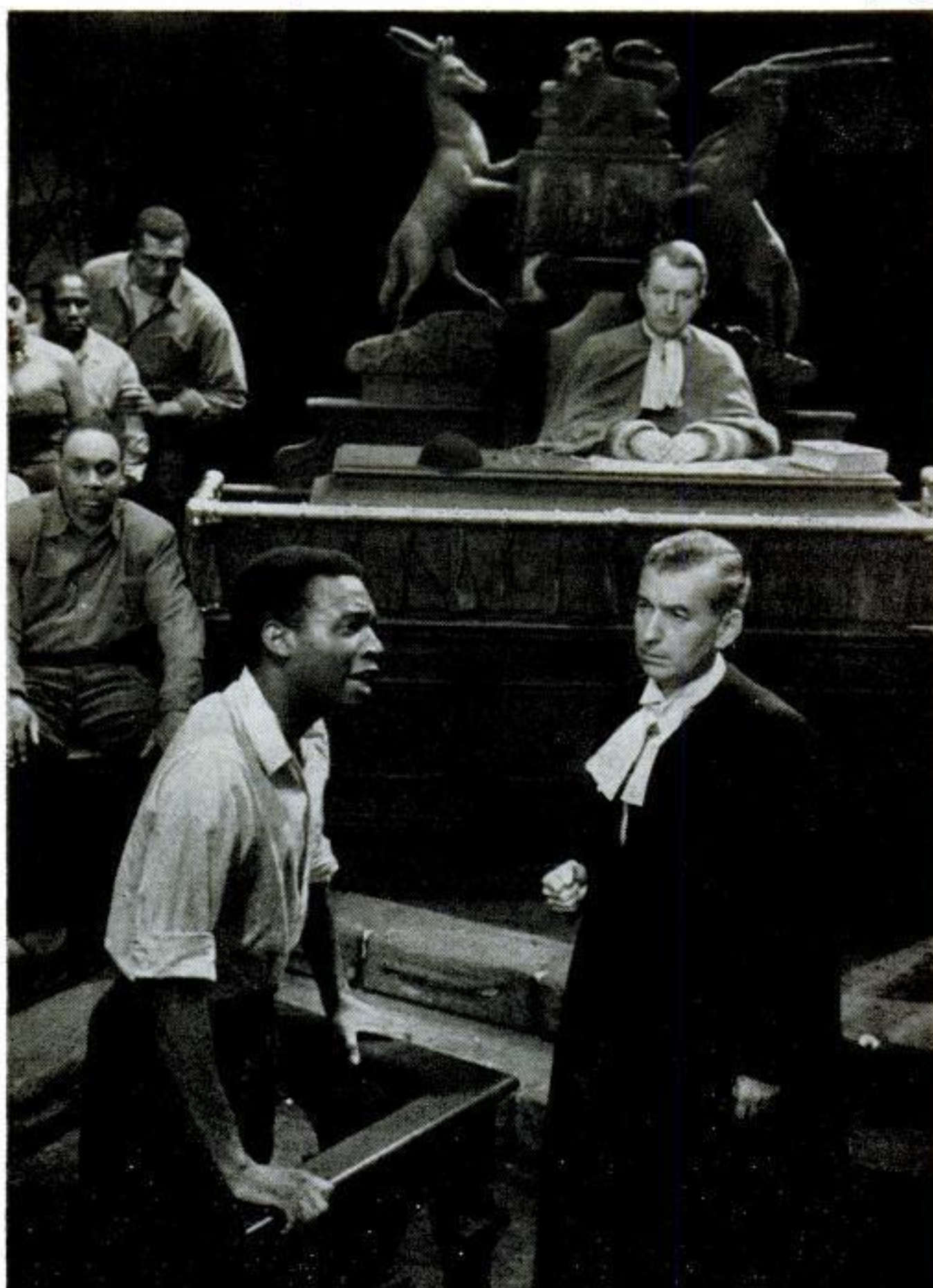
Second, it counters the irritation that causes pain with a grand muscle-relaxing effect that helps make you feel good all over. Get Absorbine Jr. at any drugstore... \$1.25 a bottle.

W. F. Young, Inc.
Springfield, Mass.

Ah, my
Absorbine Jr.



BEGGING FOR MERCY for his son, who is about to be tried for murder, Stephen Kumalo falls at the door of Jarvis (Leslie Banks), father of the murdered man. Embittered by the loss of his own son, Jarvis refuses to offer any help.



"I SHALL NOT LIE . . . nor do anything more that is evil," declares Absalom in court after confessing his crime. Though condemned to hang, Absalom wins a spiritual victory which eventually helps restore his father's faith.

Pleasant
TO TAKE

Pleasant
IN ACTION

Pleasant
*FOR CHILDREN
& GROWN-UPS*

When Nature 'forgets'
remember
EX-LAX
THE CHOCOLATED
LAXATIVE
10¢



**DOCTORS AGREE MENTHOL
IS IMPORTANT IN
RELIEVING COLDS**

**LUDEN'S CONTAIN MORE MENTHOL
THAN ANY OTHER COUGH DROPS**

Try the *extra* menthol in Luden's
Cough Drops. See how quickly you
get relief. Buy a pack today.





CURRIER & IVES

Inspired by the famous prints — **LIBBEY GLASS HOSTESS SETS**

For old-fashioned hospitality . . . here are merry-making glasses of enormous distinction in a *matched service* . . . On each shape a *different scene*! Now you *know* you have the proper glass for *every* drink: highball, cocktail, an old-fashioned, wine, pilsner, sour, or cordial. There are even *matching jiggers* (not shown), 4 for \$1.00. All tumblers are the distinguished new "Classic" shape.

Five times a wonderful buy: (1) unbelievably low priced. (2) rounded crystal bases on tumblers. (3) permanent colors won't wear off. (4) guaranteed chip-resistant rims: "You get a new glass if the 'Safedge' ever chips!" (5) prepacked in specially designed cartons for gift-giving. In sets of 8: tumblers, \$3.00; stemware, \$5.00. Prices slightly higher in South and West.



Any matching
set of 8

\$5.00



Any matching
set of 8

\$3.00

At leading
stores everywhere



Two pretty dresses for the price of one—

WHEN YOU SEW ON A **SINGER** SEWING MACHINE!



YOU'LL SAVE so much—you'll sew so beautifully—you'll be thrilled with one of the grand new SINGER* Sewing Machines!

They're the smoothest-stitchers ever. Designed with every possible feature to make sewing easy, accurate, successful. Choose yours now!

And whenever you need notions, lessons, service, let your SINGER SEWING CENTER help.

Mother-daughter dresses are made from Butterick Patterns #4820 and #4951



• **Modern or traditional**, there's a SINGER to fit your home. Prices start at \$89.50† for portables, \$147.50† for cabinet electrics. Easy budget terms, liberal trade-in allowance. Cabinet shown is a low-priced beauty.



• **World's most popular machine**—SINGER* Featherweight Portable. Weighs only 11 pounds, does work of a full-size model. Comes in handy luggage-type case. Stitches forward or backward, has non-glare light.



• **No doubts about dependability** when you buy SINGER. No worry about parts or service—always available from *any* SINGER SEWING CENTER. Above: maple cabinet designed to hold Featherweight Portable.



• **You get a course** of 8 lessons in home dressmaking or decorating—plus a set of standard SINGER* attachments—at no extra cost when you buy new machine.

For your protection SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade-mark and the SINGER SEWING CENTER emblem on the window, and never through department stores or other outlets.

At right is SINGER SEWING CENTER at 316 No. Chaparral Street, Corpus Christi, Texas. Hundreds more from coast to coast. For address nearest you, see classified phone directory under SINGER SEWING MACHINE COMPANY.

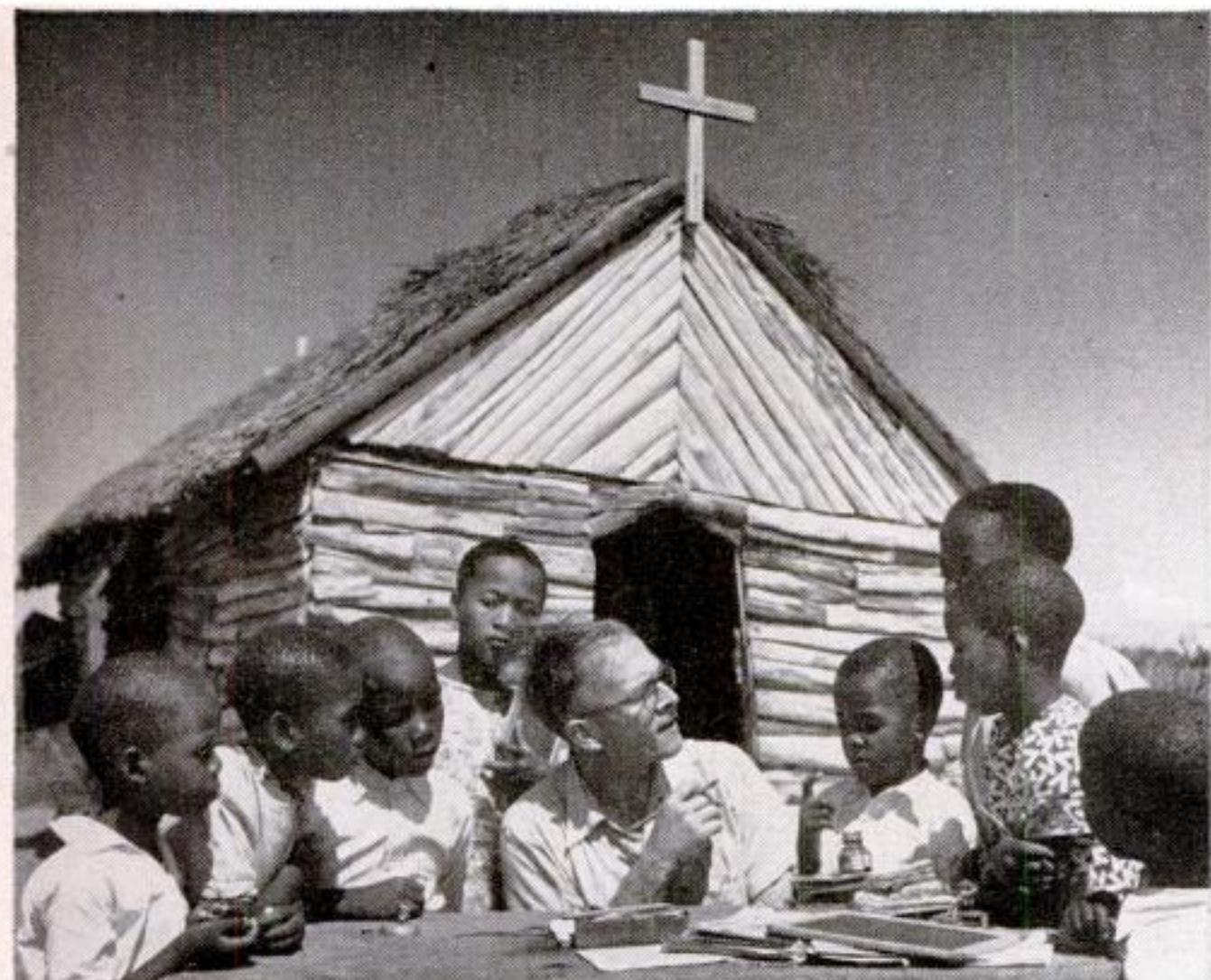
SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU.



• **You'll find every notion** you could need, right at your SINGER SEWING CENTER. Their experts will make buttonholes, cover buttons and belts to match.

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ALAN PATON visits a Zulu school like one where as a young man he used to teach. Because of crowded conditions, students work outdoors on tables.

PATON AND HIS BELOVED COUNTRY

Before he became celebrated all over the world as an author, Alan Paton was celebrated around the city of Johannesburg as "the man who pulled up barbed wire fence and planted geraniums." He earned this poetic description as principal of the Diepkloof Reformatory which housed 650 African youths imprisoned for offenses ranging from petty theft to murder and rape. Changing the rigid reformatory rules, Paton introduced—slowly and with many setbacks—a system of "graduated freedom" by which an inmate won privileges and release.

Along with his deep concern for the welfare of South African natives, Paton, who is now 46, has always had an almost spiritual love of the land. Born in South Africa of English parents, Paton in his youth tramped hundreds of miles over the majestic province of Natal. At the age of 21 he taught a tiny country school at Ixopo (above) and later became a college teacher at Maritzburg. He married and had two sons. He filled his house with boys over weekends and took them on camping trips to the spots he loved. By 1935 he felt he could best serve his country and his ideals by tackling the reformatory job.

Paton had always wanted to be a poet and novelist, but not until after the war, when he traveled abroad to study penal reforms, did his creative fires really blaze up. Suddenly on a train from Stockholm he began talking out loud to the landscape. Then he began to write. Three months later in San Francisco he had combined brilliantly his literary and humanitarian impulses, and finished *Cry, the Beloved Country*.



SCENE OF THE NOVEL is Carisbrooke, where the natives above are waiting at railroad stop. This is the place described in the poetic beginning of *Cry, the Beloved Country*: "There is a lovely road that runs from Ixopo into the hills. These hills are grass-covered and rolling, and they are lovely beyond any singing of it. The road climbs seven miles into them, to Carisbrooke; and from there, if there is no mist, you look down on one of the fairest valleys of Africa."

FOR GREATER DIRT-GETTING ACTION!

The **SINGER** all-new cleaner has **Dual Suction**

NOW! The most amazing dirt-getting action you ever saw! The new SINGER* Vacuum Cleaner is the first to bring you *two fans* for greater suction!



MAGIC HANDLE

WITH 4 WONDERFUL ADVANTAGES!

- 1. No winding of cord!** Control button reels cord in—gets it out of way as you clean!
- 2. More cleaning power when you need it!** Two-speed switch for heavy and light cleaning.
- 3. No more foot-pedal acrobatics!** Touch the trigger—and adjust handle to any position.
- 4. No stooping!** Cord outlet lets you pull out more cord as you need it.

PLUS ALL THESE EXTRA SINGER FEATURES!

Exclusive "floating" brush gently loosens deep imbedded dirt. Adjusts automatically to most any rug thickness. Easy to carry with midway hand-grip!



↑ **Gets under furniture—easily.** Unit is only 5 inches high! New "all-round" bumper protects furniture—never smudges!

↑ **So easy to store!** Hangs flat against wall. Ideal for small homes and apartments. Ask for a demonstration in your home.

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MENOMINEE COACH WEARS HAIR RIBBON AT PEP RALLY

MENOMINEE VS. MARINETTE

**Fierce high school football foes
meet for their 53rd annual game**

On opposite banks of the Menominee river, which separates Michigan from Wisconsin, are the twin towns of Marinette, Wis. and Menominee, Mich. They are brotherly enough during most of the year, but every fall they are exploded by a football rivalry if anything keener than that which convulses high school communities all over the U.S. When the Menominee Maroons meet the Marinette Marines in a series which since 1894 has produced 25 victories for Marinette, 21 for Menominee and six ties, all else is forgotten, and for a few days students, parents, townspeople and officials alike are caught up in a frenzy of pep rallies, parades and wild snake dances at night across the bridge between the towns. This year Marinette was favorite. To see who won, turn page.



PEP PARADE toured through the streets of both of the cities in decorated cars on Friday before the game. This

Marinette girl on her winning float signifies how battered the Menominee players will look when the game is over.



SNAKE DANCE ON BRIDGE, staged by students from both schools, held up traffic two hours. The only casualty was an out-of-town driver who objected and got black eye.

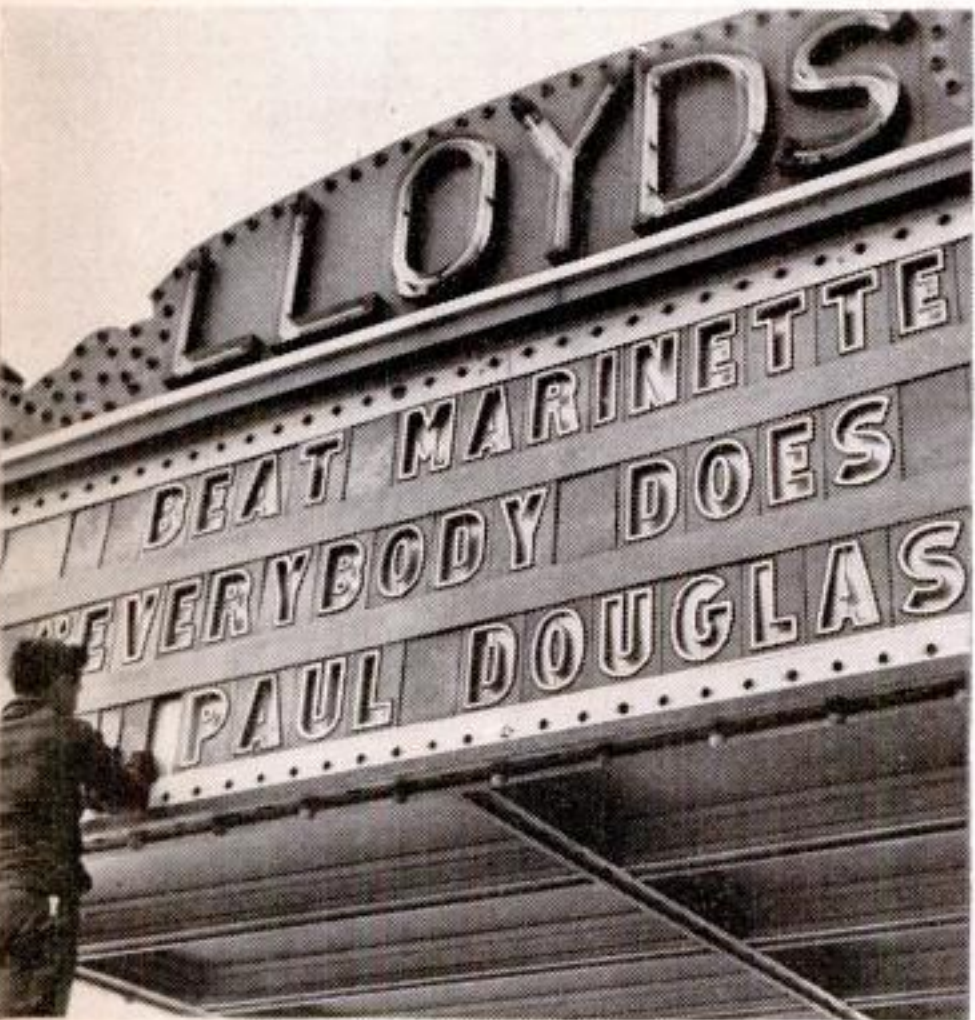


CONGA LINE of Menominee students kicks its way to a pep rally after a warm-up at the school where all students marched through the halls wearing pigtails or hair ribbons.



MARINETTE PEP SQUAD, consisting of girls dressed as players, put on a dummy football game in street and "defeated" Menominee. Here they yell, "Who's all right?"

The team. Who says so? We say so. Who are we? M-A-R-I-N-E-T-T-E!" School officials encouraged formal pep rallies to keep students busy and stop traditional fights on bridge.



BEAT MARINETTE goes up in bright lights on the Menominee theater which is showing *Everybody Does It*.



INSIDE THEATER Menominee rooters present odd-shaped team of girls purporting to be Menominee players.



OFF TO THE GAME go two Menominee merchants. They cheerfully let students scrawl slogans on windows.



For your Golden Boy

Make his gift one of this trio of handsome wallets.
In fine lustrous leathers, framed in gleaming gold. Crafted with the
good looks and good taste he expects—
and always finds—in SWANK accessories.

Always look for the name **SWANK** on all our products

SWANK—Swank, Inc., Attleboro, Mass.



"Reserve"—
Has removable
billfold with
channel. In
black or brown
genuine mo-
rocco. \$10.00

"Federal"—In genu-
ine goat skin. \$5.00

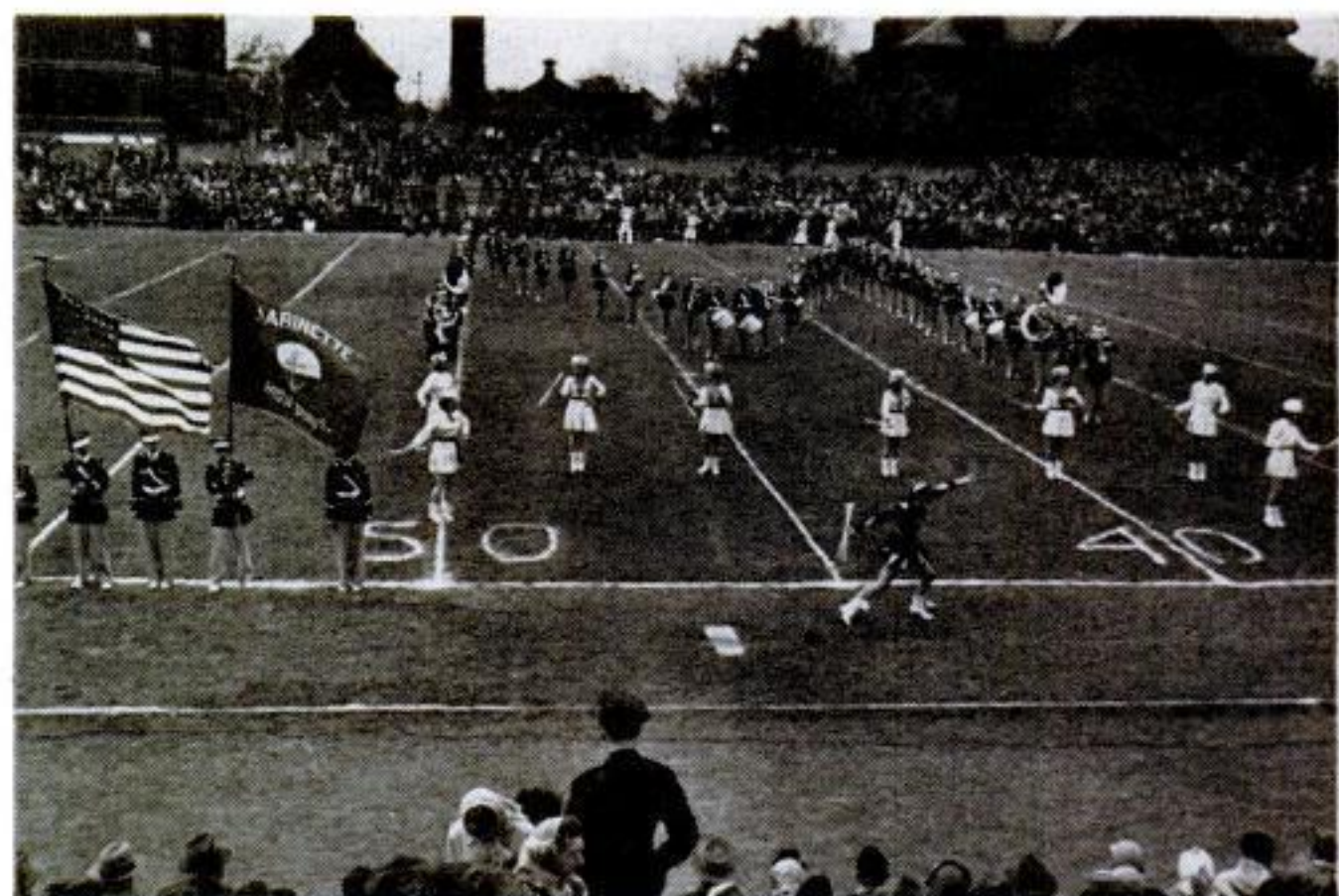
"President"—In black
or brown genuine mo-
rocco. \$7.50

Prices subject to
Federal Tax

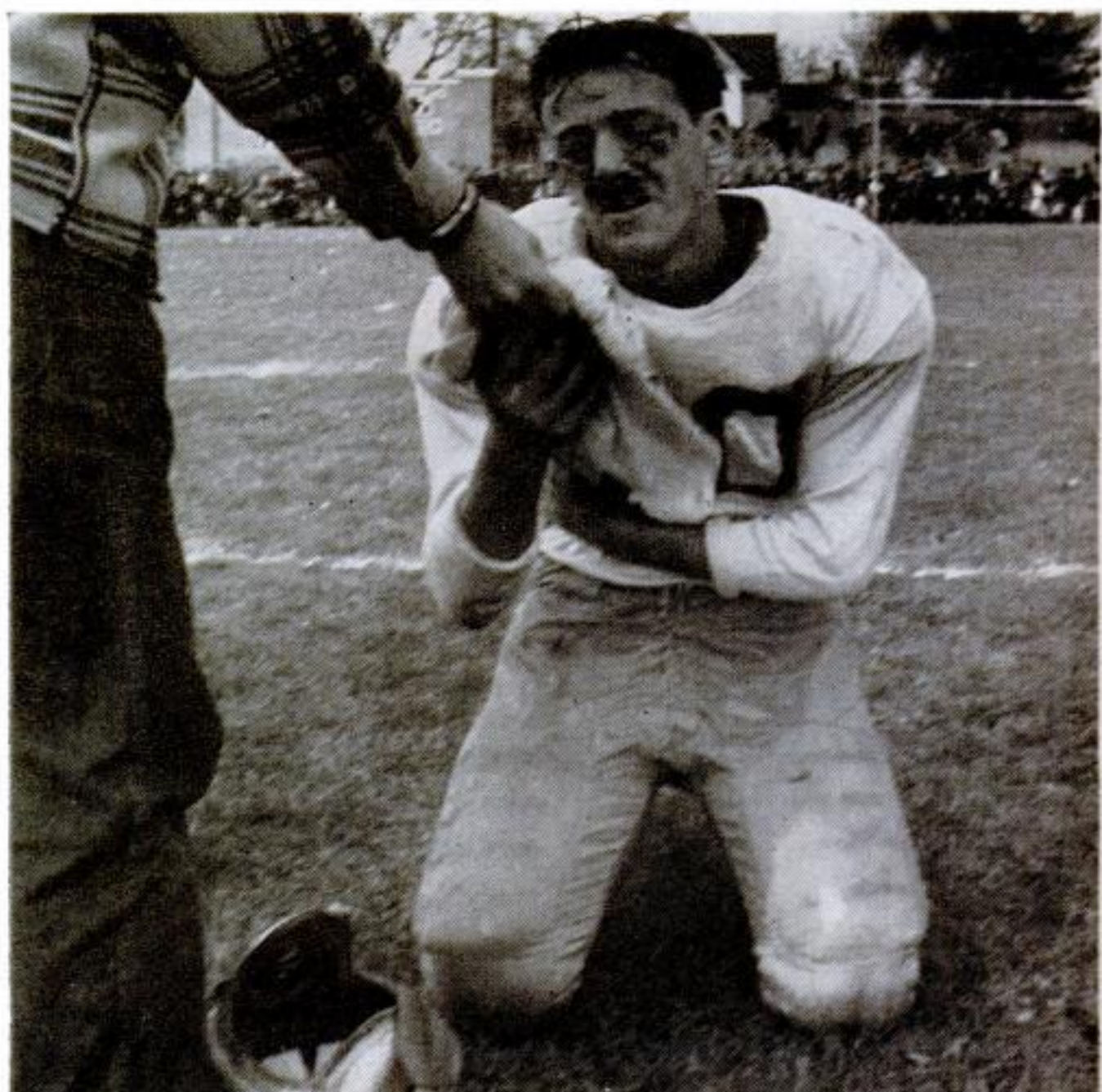
Menominee vs. Marinette CONTINUED



MARINETTE COACH Howie Stiehm nervously grits his teeth. "There's a saying," he says, "no coach stays at either school after three M&M defeats."



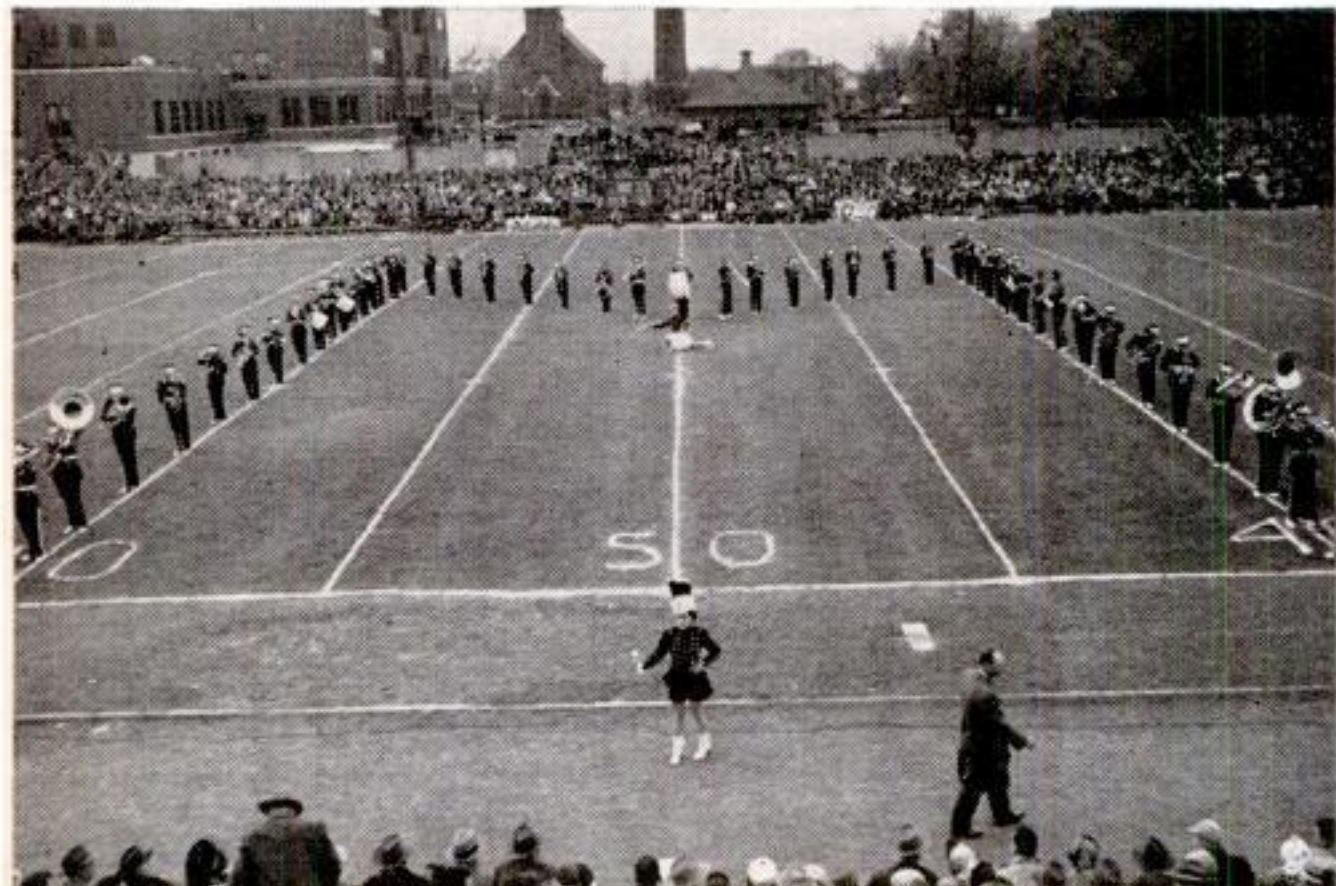
MARINETTE M is perfectly formed by high-school band during half-time period. The stadium was a sellout. More than 8,000 people came to see game.



MARINETTE CASUALTY was Paul Christopherson, here reaching for a towel to wipe dirt off his face. He got a kick in the ribs but finished the game.



MENOMINEE COACH Ken Radick worries at game. He got little rest the night before as old grads kept calling him and telling him how to win the game.



MENOMINEE M is five yards wider than Marinette's and as well formed. Both schools have fine bands, and both bands got new uniforms for the game.



MENOMINEE CASUALTY Bob Amory lost helmet in game and got kicked in the head. He was carried off on a stretcher but made the dance that night.

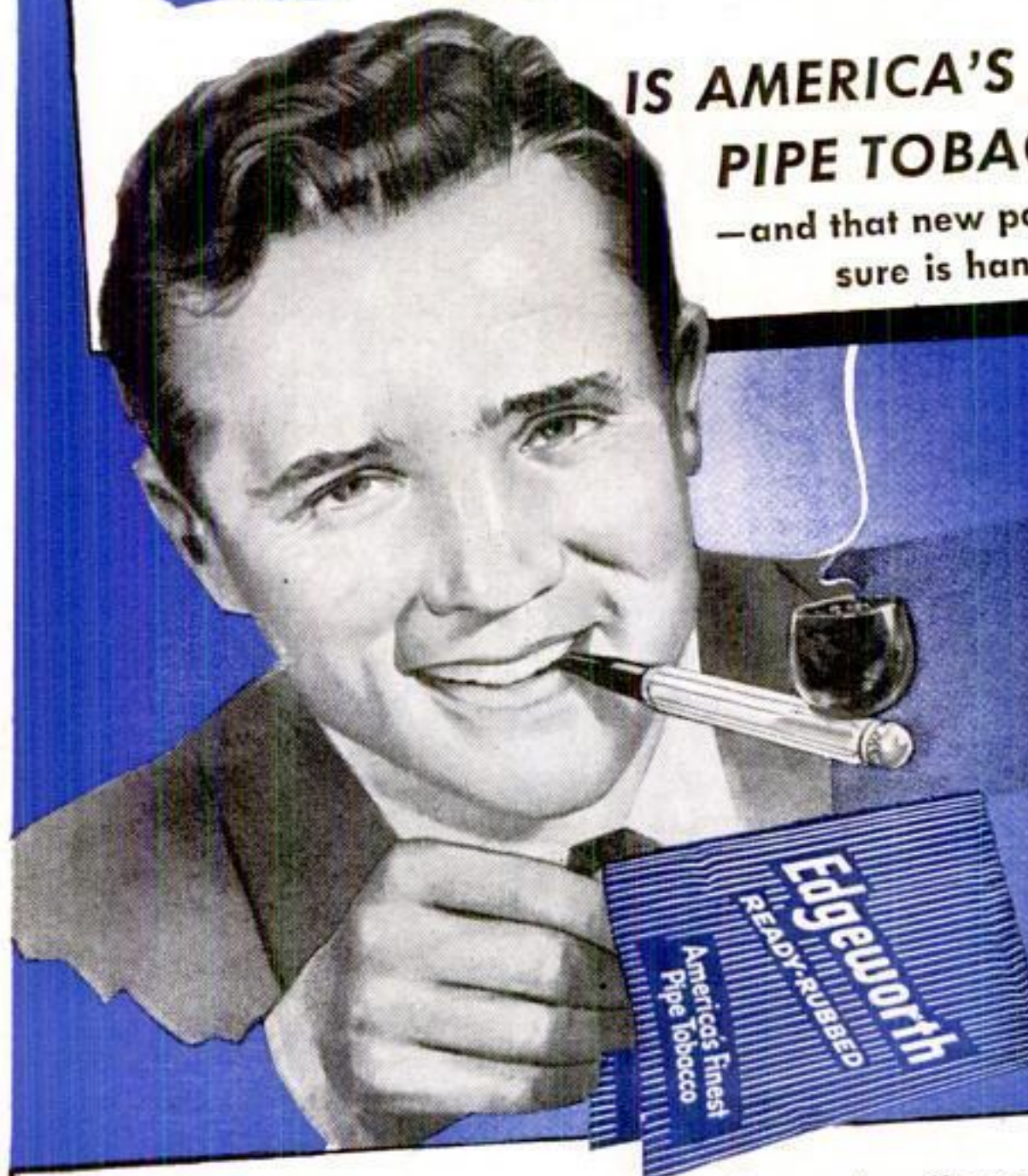
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"EDGEWORTH"

**IS AMERICA'S FINEST
PIPE TOBACCO**

—and that new pocket pouch
sure is handy!"



Howard Duff (Sam Spade to millions of radio and movie fans) finds the extra high grade Edgeworth blend packed with *real pipe pleasure!* "And," says Howard, "that handy pouch keeps the tobacco always fresh. It fits my pocket snug—like a handkerchief."

Remember, every pack is a new pouch!

You'll Like the Improved Edgeworth Seal-Pak Pouch!

- 1 Guarantees "flavor-aroma"—freshness
- 2 Handy, convenient, pliable, form-fitting
- 3 Makes pipe loading easy—no waste
- 4 Eliminates pocket bulge—folds smaller as used
- 5 America's finest package for America's Finest Pipe Tobacco



TO MAKE NEW FRIENDS...FOR

EDGEWORTH

HERE'S A SENSATIONAL PIPE OFFER!



ONLY

50¢

With outside flaps from
12 pocket pouches of
Edgeworth Pipe
Tobacco.

Cool-smoking pipe with
brightly polished alumi-
num shank and genuine
imported briar bowl.

Send to Edgeworth,
Dept. LE - 5, Richmond,
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Offer limited to
U.S.A. Expires
Jan. 31, 1950.

For Pipe Pleasure

Smoke **EDGEWORTH READY-RUBBED**, fragrant, cool, long-smok-
ing...or **EDGEWORTH SLICED**, crumble to your personal taste.

HOWARD DUFF starring in "Partners in Crime"—a Universal-International Picture

TAMPA, TUCSON, PATERSON



Winston Morris, Tampa, Fla., switched to Calvert for mellow highballs.



J. Maxwell Myers, Tucson, Ariz., found it better for a moderate man.



Donald Hill, Paterson, N. J., switched because Calvert is smoother.

SCRANTON, CANTON, MADISON



James Zanghi, Scranton, Penn., looked for value — found Calvert.



J. W. Daugherty, Canton, Ohio, uses Calvert for a better Manhattan.



J. Willard Hagen, Madison, Wisc., switched to Calvert for good.

ST. JOE, SALEM, HUNTINGTON



Harry Rosenthal, St. Joseph, Mo., switched to lighter Calvert.



Ralph Raymond, Salem, Mass., compared values; found Calvert tops.



Fred Maas, Huntington, Long Island, switched to Calvert for quality!

Wherever you go —
It's good to know
**It's Smart
to Switch to
Calvert**

Lighter...Smoother...Tastes Better

CHOICE BLENDED WHISKEY—85.8 PROOF—65% GRAIN
NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N. Y. C.



Menominee vs. Marinette CONTINUED



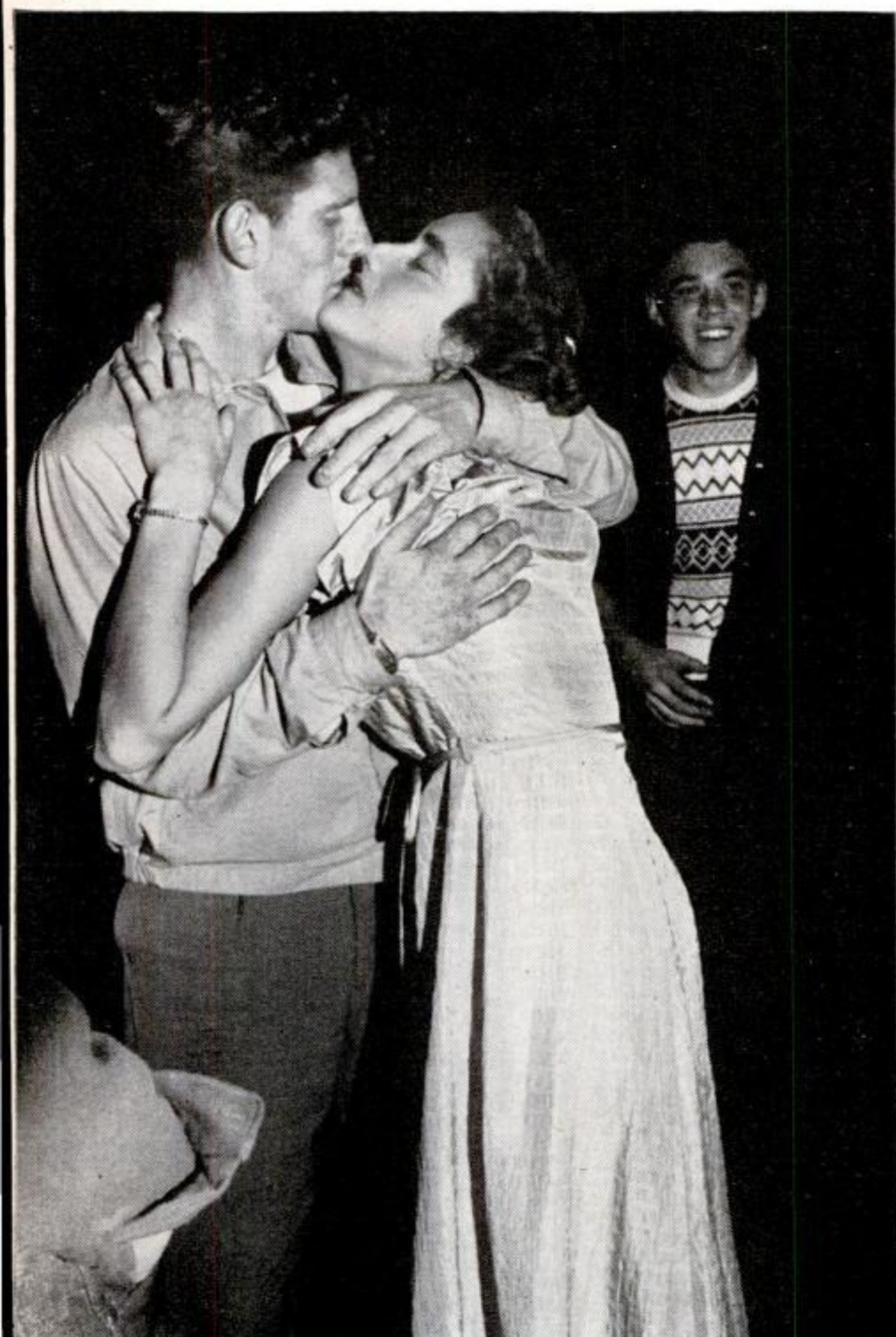
IT WAS A BLACK DAY FOR MENOMINEE which finally lost the game 27-0, and these Menominee fans walk slowly away from the stadium, unable to



MARINETTE REJOICES and students shout and hug each other as they leave. Many girls wore kerchiefs as hair was up in curlers for the victory dance.



hold back their tears. Some found consolation in fact that this licking did not compare to historic 49-0 defeat that Menominee handed Marinette in 1929.



HERO GETS KISSED by an admirer at victory dance given in losers' gym. He is Don Miller, who scored Marinette's first touchdown against Menominee.

GARY, CLEVELAND, LOUISVILLE



R. A. Coplen, Gary, Ind., joined the switch to better-tasting Calvert.



Herbert L. Miller, Cleveland, O., checked taste, value; chose Calvert.



Walter C. Hellmann, Louisville, Ky., is sure of Calvert's uniform flavor.

DENVER, DALLAS, DREXEL HILL



Ben Garcia, Denver, Colo., knows Calvert tastes better always.



Earl Gray, Dallas, Texas, enjoys Calvert in moderation.



Charles W. James, Drexel Hill, Pa., switched to smoother Calvert.

SPRINGFIELD, SPOKANE, CAIRO, ILL.



A. C. Guinn, Springfield, Mo., switched because it tastes better.



R. S. Reed, Spokane, Wash., switched for today's best buy.



Edward W. Hanna, Cairo, Ill., switched to Calvert — glad he did!

Out your way, too,
You'll hear it's true—

It's Smart
to Switch to
Calvert

Lighter...Smoother...Tastes Better



CHOICE BLENDED WHISKEY—86.8 PROOF—65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N. Y. C.



Ready-to-grind in seconds! Grinder quickly slips into Dormeyer's built-in Power Drive. Grinds raw or cooked meats, vegetables.



Ready instantly for jiffy juicing! Gets all rich "C" vitamins close to heart of grapefruit, oranges, lemons. MORE juice—saves money!

TESTS PROVE DORMEYER GIVES MORE FOR YOUR MIXER MONEY

Complete ^{Mixer} _{Grinder} ^{Juicer} food-fixer with 17 wanted features

says HOME ARTS GUILD



Kitchen mixing easier, faster, better. Dial operated. Continuous full power at all speeds from mashing potatoes to high-speed beating.

"We have found that Dormeyer's 'MORE' features give 'MORE' favorable cooking results! Impartial tests conducted by the Home Arts Guild of Chicago confirmed the fact that the DORMEYER Food-Fixer rated first . . . point-by-point . . . above other nationally-advertised electric food mixers!"

Rene Robinson
Home Economics Director

POINT by POINT DORMEYER OUTFEATURES OTHER MIXERS

- | | |
|---------------------------|-------------------------------|
| Built-In Power Unit | Color Harmony |
| Automatic Beater Release | Continuous Side-Center Mixing |
| Easiest Mixing Guide | Automatic Power Regulator |
| Recessed Base | Easier Storage |
| Modern Styling | Portable Mixing |
| Front-End Juicer | Easy Bowl Adjustment |
| Meat Grinder Attachment | Roll-away Draining |
| Continuous Rubber Footing | Lifetime Lubrication |

Lower Price

You dial it **Dormeyer** does it!



New! Now—The Complete *food-fixer*

DORMEYER

Includes Mixer-Grinder-Juicer \$39⁹⁵ Denver and West, Add \$1.00

Dormeyer Corporation • 4300 N. Kilpatrick Ave. • Chicago 41, Ill.

MISCELLANY



IN SMOCK AND SCOWL, COOKIE GETS READY TO TAKE HIS FIRST PICTURE

CHIMP PHOTOGRAPHER

"Life" publishes first picture taken by an ape

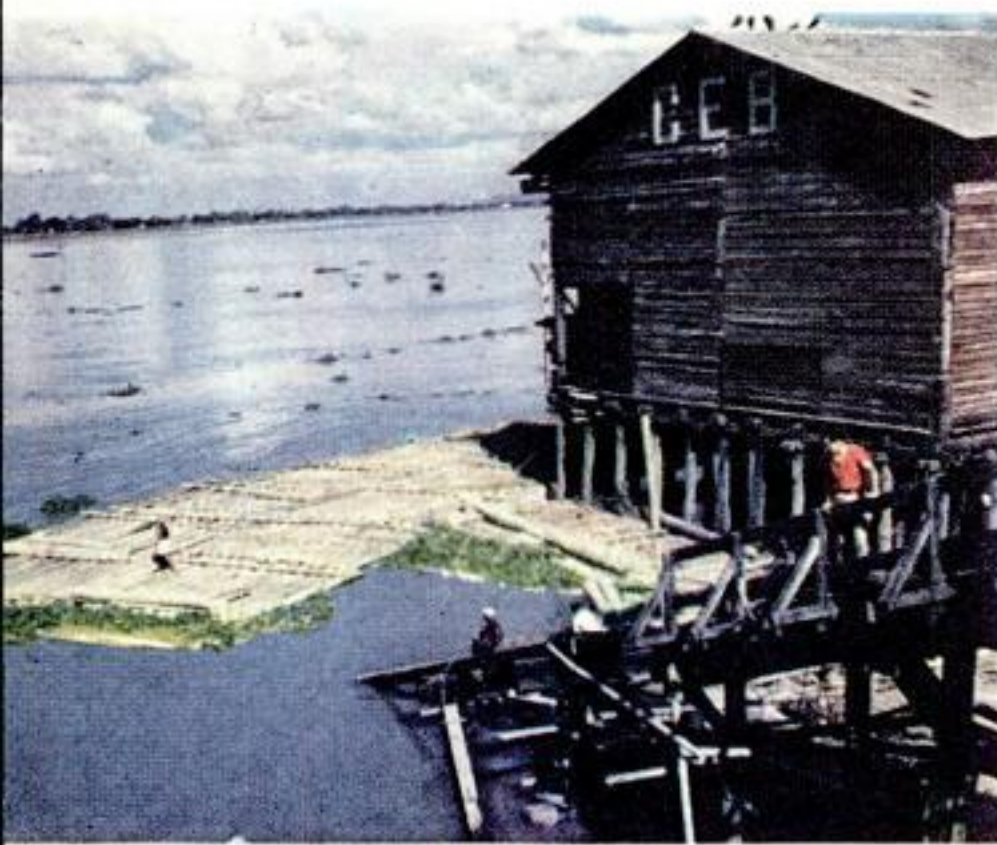
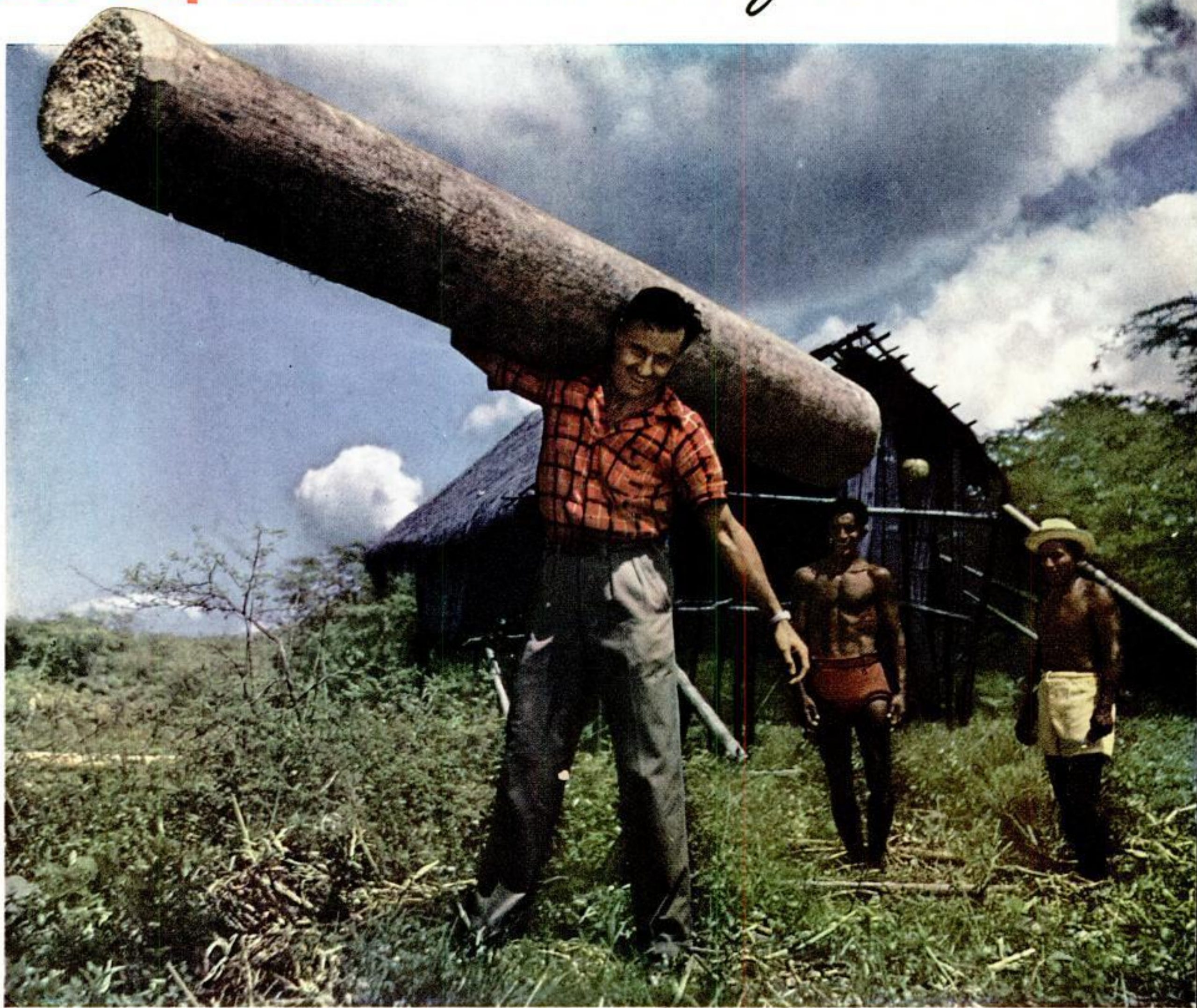
A friendly chimpanzee named Cookie has posed patiently for amateur photographers at the St. Louis Zoo for nine years. Recently he had a chance to find out what things look like from the other side of the camera when LIFE Photographer Bernard Hoffman, impressed by Cookie's intelligence, decided to give him lessons. Setting up an old-fashioned studio camera, Hoffman showed Cookie how to stand professionally beside it and squeeze the bulb. To coax his pupil along Hoffman bribed him with Popsicles. Four days and plenty of Popsicles later Cookie was ready and the camera was loaded with film. For the result, see below.



HERE IS COOKIE'S FIRST PICTURE: VISITORS AT THE ST. LOUIS ZOO

Every man is Superman *in this neck of the woods*

1 "It's a cinch to lift a 12-foot log—in Ecuador," writes an American friend of Canadian Club. "At a lumber camp up the Guayas River, my host pointed to a huge tree trunk, 'Pick it up,' he said. Was he joking? Three men couldn't heft a log that size! But I got a surprise. The log didn't weigh over 100 pounds. 'It's balsa wood,' my friend explained."



2 "Natives tied the balsa logs into giant rafts for the downriver drive. When I got an invitation to go along on the trip, I jumped at the chance... but I would have begged off if I'd known what I was in for. We pushed off at dusk for Guayaquil, 180 miles away..."



3 "105 degrees in the shade and hardly any shade! To make matters worse, the ocean tide swept in from the Pacific each day, making the long coastal river run backwards! So every day we had to tie up for twelve long hours till ebb tide. It took five grueling weeks to reach Guayaquil."



4 "'Light wood makes heavy work, eh?' my friend smiled when he met me. 'Yes,' I said, 'but it looks like it was worth it.' For on the waiter's tray I saw a bottle of Canadian Club!"

6
YEARS
OLD
90.4
PROOF

5 "'Logs lighter than cork, a river that runs backwards—Ecuador is sure full of surprises,' I said. 'But this baffles me. How does Canadian Club get way down here?' 'No mystery there,' said my host. 'I just asked for the best in the house... and that means Canadian Club wherever you

go.' " Why this worldwide popularity? Canadian Club is light as scotch, rich as rye, satisfying as bourbon. You can stay with it all evening long... in cocktails before dinner and tall ones after. That's what made Canadian Club the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club" MADE IN CANADA
BY
HIRAM WALKER



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Imported in bottle from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky.



At the movies
entertainment and refreshment go hand in hand